

JANUARY 1959

Southern HARDWARE

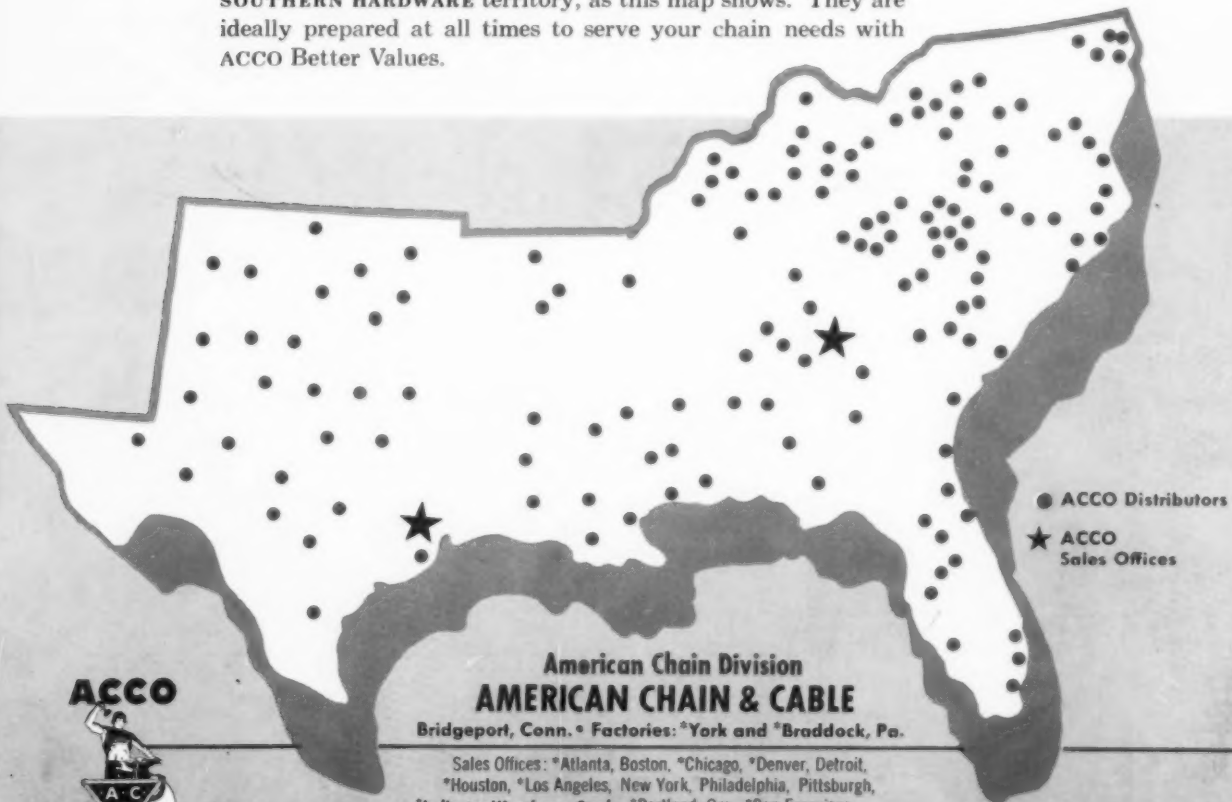
University Microfilms
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ACCO
for Better
Values

Distributors we are Proud of...

•In our advertisements throughout the year, we invite our dealer-friends to "order our products from our distributors." We are mighty proud of our distributors—some of them have handled our merchandise for fifty years, or even longer! They are strategically (and conveniently) located throughout the SOUTHERN HARDWARE territory, as this map shows. They are ideally prepared at all times to serve your chain needs with ACCO Better Values.



ACCO



American Chain Division
AMERICAN CHAIN & CABLE

Bridgeport, Conn. • Factories: *York and *Braddock, Pa.

Sales Offices: *Atlanta, Boston, *Chicago, *Denver, Detroit,
*Houston, *Los Angeles, New York, Philadelphia, Pittsburgh,
*Indicates Warehouse Stocks *Portland, Ore., *San Francisco

New! METAL HANDLED SHEARS

Here's a group of brand new, handsomely styled shears that have actual built-in consumer appeal. High alloy metal handles polished and lacquered to a gleaming finish, fitted with comfortable molded rubber non-slip grips. These handles have been thoroughly strength tested and are forced on to the blades by hydraulic pressure so they will never loosen.

SEYMOUR SMITH

SNAP-CUT[®]

GARDEN TOOLS



No. 1149
25" OVERALL

SNAP-CUT

LOPPING SHEARS

Same famous action as the SNAP-CUT PRUNER, but this lopper takes green branches up to 1-1/4". A clean, easy cutting tool that's light in weight and a joy to handle. 9/16" hardwood stick furnished with each shear so customer can try and compare before he buys.



No. 354-9
9" BLADES

SNAP-CUT

HEDGE SHEARS

Patented "Tension Bar" actually keeps blades in proper tension for best cutting. Also acts as shock absorber . . . makes hedge trimming an easier, pleasanter job. Cutlery steel blades have serrated and hardened edges and precision ground bevels.



No. 114-8
8" BLADES

EZY-CUT

HEDGE SHEARS

Precision ground/cutlery steel blades. Top blade is serrated for sure blade grip and E-Z cutting action. Top blade notched for cutting large growth.



No. 114-6
6" BLADES

EZY-CUT

HEDGE SHEARS

Ideal, lightweight easy action shear for the ladies. Cutlery steel blades ground to keen, sharp cutting edge.

SEYMOUR SMITH
SNAP-CUT[®]
Quality Tools
Since 1850

SEYMOUR SMITH & SON, INC.

Oakville, Conn., U. S. A.

Sales Representatives

JOHN H. GRAHAM & CO. INC.

105 Duane St., New York 8, N. Y.

SOUTHERN HARDWARE is published monthly at 116 E. Crawford St., Dalton, Ga., by W. B. C. Smith Publishing Company, Dalton and Atlanta, Georgia U. S. A.
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Volume 128

Number 1

Postmaster, Send notices by Form 3529 to 806 Peachtree St., N. E., Atlanta 8, Ga.



HARPER'S WEEKLY—MAY 15, 1858

NIXDORFF-KREIN* Chain... A Vital Link In America's Progress Since 1854

One hundred years ago, when the intrepid United States steam frigate "Susquehanna" braved the waves, Nixdorff-Krein* had already been manufacturing chain in St. Louis for four years. Modes of marine travel have changed dramatically since 1858; today the luxury liner United States crosses the Atlantic in less than 3½ days. But one thing remains the same. Today—as yesterday—the name "Nixdorff" spells "quality" in chain for every purpose.



NIXDORFF-KREIN* MANUFACTURING CO.

916 HOWARD STREET • ST. LOUIS 6, MISSOURI

*KREIN rhymes with FINE

WELDED AND WELDLESS CHAINS / CHAIN ASSEMBLIES / CHAIN SPECIALTIES / WAGON AND TRUCK HARDWARE

SOUTHERN HARDWARE for JANUARY, 1959 For more information use Handy Return Card, Page 91

SHOPMATE®



**THE RIGHT SPEED
FOR EVERY DRILLING JOB
AND ALL SANDING, POLISHING,
SAWING ATTACHMENTS**

Model SD-382

at the flick of a switch

Sells better because there's so much more to sell...

2-SPEED 3.0 AMP. 3/8" DRILL!

NO OTHER DRILL HAS SO MUCH SELL!

- Powerful 3.0 amp. universal AC/DC fan-cooled motor!
- High speed (2000 rpm) for drilling wood, plaster, etc.!
- Low speed (1000 rpm) for heavy-duty applications!
- Electro-mechanical transmission changes speed instantly, electrically by flicking speed range selector switch!
- Full power output at either speed!
- Speed range selector switch interlocks with on-off switch for maximum safety!
- Weighs only 6 pounds, perfectly balanced to eliminate fatigue!
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- Special spindle lock for easy chuck removal!
- Multiple ball thrust bearing!
- Precision cut alloy steel gears!
- Handsome silver luster finish!

SUGGESTED RETAIL

\$32.95



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320 West 83rd Street • Chicago 20, Illinois

This new Shopmate outclasses all other drills . . . because it's the *only* drill at anywhere near its price that changes speeds instantly, electrically . . . at the flick of a switch! And *both* speed ranges develop *full* power for fast, efficient drilling under *any* conditions! Nationally advertised in The Saturday Evening Post, Popular Science, Popular Mechanics, and other powerful consumer publications!

SHOPMATE

mail to: George Weatherby, Sales Manager
PORTABLE ELECTRIC TOOLS, INC. SH-19
320 W. 83rd St., Chicago 20, Ill.

Send me full details on the revolutionary new Shopmate Model SD-382 2-speed Drill!

Name _____
Firm Name _____
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City _____ Zone _____ State _____
My Preferred Distributor _____

Southern HARDWARE

Hardware & Allied Lines - Farm Operating Equipment

Vol. 128

January, 1959

No. 1

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Myers' pump-tank units... make selling easy... more profit too!



THERE'S A BIG
CUSTOMER DEMAND FOR
MYERS. YOU SELL MORE...
MAKE MORE MONEY.

No installation headaches. Pump and Tank are together for easy connection.

The price is right. Your customers get more pump at lower cost.

Myers Pumps give you more profit.

Myers pricing allows you full profit protection.

YOUR BEST BUY...YOUR EASIEST SELL IS

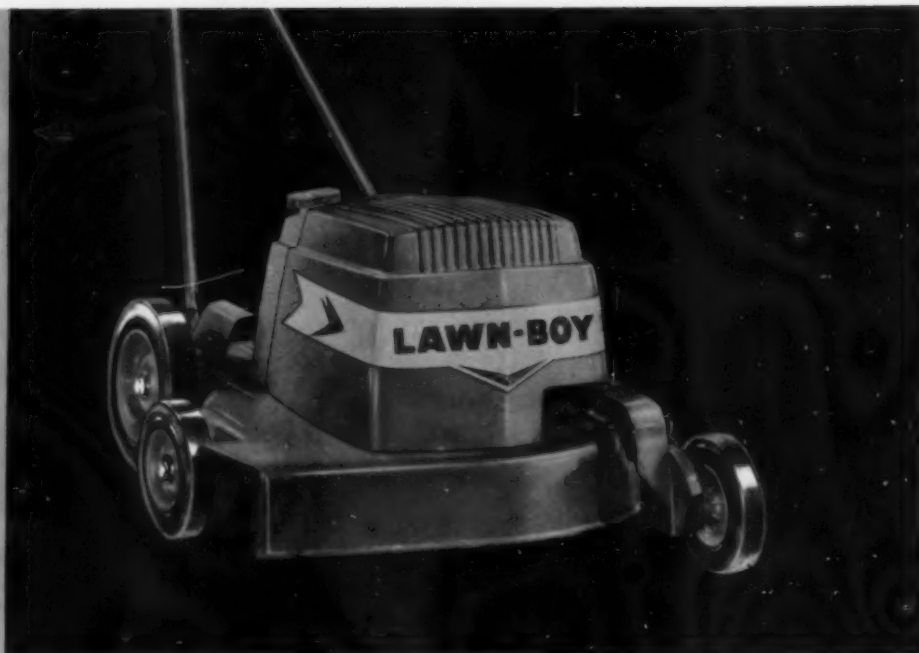
Myers

The F. E. Myers & Bro. Co.
ASHLAND, OHIO KITCHENER, ONTARIO

SHHH!

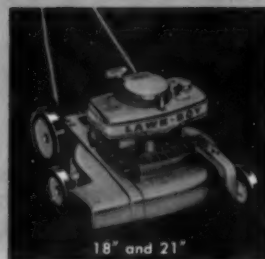
The Quietflite

NEW—here's the world's only sound-conditioned, vibration-free mower. The level-cutting 19" Quietflite whispers while it works... and you get the new soft sound to sell. New 3-way sound barrier (rubber engine mounting, industry's largest muffler, and fiber-glass-insulated "bonnet") ends jarring handle vibration, too. Other profit features...non-bendable crankshaft, instant individual wheel-height adjustment, rear-wheel trim slot for extra-close trim, Activated Pilot Wheel for level-cut, famous one-pull recoil starting, and rugged, dependable 2½-hp LAWN-BOY Balanced Power Engine are only a few. *This is the mower you'll love to sell! And only LAWN-BOY has it.*



18" and 21"

SIMPLEST CONTROL SYSTEM of any self-propelled mower makes the easy-to-handle LAWN-BOY Automower a sure-fire seller. Demonstrate it and watch it sell!



18" and 21"

LEVEL-CUTTING LAWN-BOY Deluxe. Exclusive Activated Pilot Wheel keeps it level! Staggered front wheels. 2½-hp LAWN-BOY Balanced Power Engine.



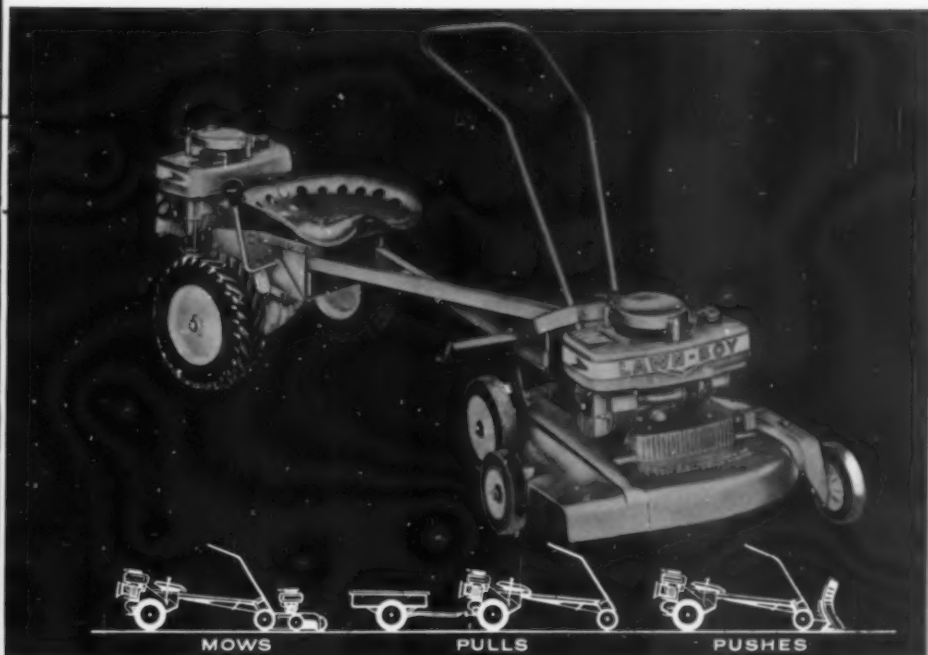
18" and 21"

NEW FOR 1959, LAWN-BOY Special in middle-price range. One-pull recoil starter. Close-trim, level-cut design. Front discharge chute. Balanced Power Engine.

New for you in '59...

13 Golden

Here is the LAWN-BOY line for 1959...the top-profit line that ushers in the "Golden-Age" of mowing. Look at them. The exciting new LAWN-BOY Quietflite, the mower that whispers while it works. The Loafer that makes lawn care fun. And all the rest. Chock-full of features that only LAWN-BOY offers...features that mean sales and profits to you and satisfaction to your customers. One-year factory warranty on engines and mowers made by LAWN-BOY. Nationwide service stations (there are over 3500 of them)...*plus* unmatched selling help are other advantages that make LAWN-BOY the line to sell for bigger profits this year! Look them over...then send coupon for complete selling information.



FUN! The Looper

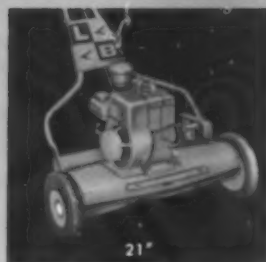
Nothing of its kind can beat the lightweight LAWN-BOY Looper for quality, price, and pound-for-pound power. Hitches to any LAWN-BOY mower...and most other rotaries, too. Pulls gang mowers, spreaders, rollers, carts. Pushes blade to level and fill. Trims close under bushes. Safe, sure, simple steering. 4 speeds forward, reverse and positive neutral, from one handle control. Strong 2½-hp LAWN-BOY Balanced Power Engine. Feature the LAWN-BOY Looper to help sell wagons, spreaders, and other profitable accessories.



HIGH-IN-VALUE LAWN-BOY Economy has a new low 1959 price. Competitive. One-year factory warranty included. Dependable, lightweight, level-cutting.



LAWN-BOY Electric is aluminum-light, aluminum-strong. ½-hp Packard motor. Staggered front wheels. Hi-Le Snap-Off handle with safety lock. Blade stabilizer.



6-BLADE LAWN-BOY Looper Mower is powered by a Briggs & Stratton 2½-hp 4-cycle engine. Smooth running, smooth cutting. Famous LAWN-BOY dependability.



4-CYCLE, 88MB, 2½-hp Briggs & Stratton engines power these LAWN-BOY models. Close-trim design. Smooth, full-traction tires. Staggered front wheels.

Profit Opportunities!

Count your profit advantages...you get more
of them as a 1959 LAWN-BOY dealer

Most extensive national advertising of any mower manufacturer; complete, all-media co-op packages; timely dealer programs; plus the quality, top-value

mowers with the most-wanted features of them all! If you haven't joined us yet...do it now. Send coupon for the profitable details.

MORE DEALERS MAKE MORE MONEY WITH

LAWN-BOY

THE TOP PROFIT LINE IN THE INDUSTRY

Lamar, Missouri. Division of Outboard Marine Corporation.
Makers of **Johnson** and **Evinrude** Outboard Motors.
In Canada: LAWN-BOY, Peterborough, Ontario.

LAWN-BOY, Dept. SH-1 Lamar, Missouri

Check one

☐ Send full details on the new 1959 LAWN-BOY line. ☐ I want to be a LAWN-BOY dealer. Send details.

Name _____

Address _____

City _____ Zone _____ State _____

BUSINESS TRENDS

- ▶ **Business Outlook**—As the new year opens the outlook for business is favorable. The nation's economy has recovered steadily from the recession's low point in April. At year-end factory production was 10% above April and well above a year earlier. The automobile industry has led the business upturn. Increased production of new models has, in turn, improved the picture in the steel industry where production is at about 75% of capacity. Inventory liquidation has come to an end which means that virtually all levels of the trade will be in the market again for goods. Increased production is simultaneous with rising employment and income. Though the consumer is buying with caution and restraint--a result of recession--retail sales should continue to improve as the year progresses.
- ▶ **Construction**—Despite recession and a plague of high interest rates, the construction industry has been a bulwark of the nation's business activity. Through the first 11 months of 1958 the total outlay for new construction came to 44.9 billion dollars as compared with 44.4 billion for the corresponding period of 1957.
- ▶ **Consumer Income**—In the last quarter of '58 consumer incomes after taxes were at a rate of 314 billion dollars, up to 1.7% from a year earlier. Though gross national output and industrial production declined substantially between the fall of 1957 and the early months of 1958, consumer incomes declined only slightly. Recently, the rate of consumer savings has risen as income has increased faster than spending.
- ▶ **Employment**—Civilian employment in October totaled 65.3 million. This was the highest level since January, but about 1½ million below a year earlier. Unemployment in October totaled 3.8 million, 1.3 million above a year earlier, and about 7.1% of the labor force.
- ▶ **Manufacturers' Sales**—Sales at the manufacturing level have recovered rapidly since last April, and in September totaled 26.7 billion dollars, up 7% from last spring, but still 5% below a year ago. In the past the heavy decline was in durable goods. The trend turned in September with sales of durables totaling 12.6 billion dollars, a 10% jump from the early-year slump. New orders placed with manufacturers at 26.8 billion dollars, were a little above last September.
- ▶ **Farm Income**—In the first three-fourths of 1958, farm operators' realized net income was at an annual rate of about 13 billion dollars, 20% higher than in 1957. Gross farm income is running about 10% higher. In the year's first 10 months, receipts from livestock and products were 10% above 1957, while crop receipts in the same period jumped 14%.

priced
for the
whole
family



The greatest
kits
in the world

Compac
fishing kits
priced from \$8.95



Bantam
spinning reel

IN U.S.A.:
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#kt 1
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Bantam Kit
U.L. Spinning



Hooks



Line



Swivels



Rod & Reel



Sierra
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#kt 2
Golden
Sierra Kit
Spinning



Hooks



Line



Swivels



Rod & Reel



Corvette closed face
spinning reel

#kt 3
Golden
Clipper Kit
Spin Casting



Practise Plug



Lure



Line



Rod & Reel



THE FIRST SELF-PROPELLED ROTARY MOWER WITH A FULL-RANGE DISC TYPE DRIVE

Eliminates speed confinement and gear failure of conventional transmissions. No transmission gears to shift or strip—no confining operation to just one or two speeds. Simple control on front of mower provides full range of SIX forward walking speeds. Operator can run blade at maximum speed and select any of the SIX walking speeds to suit the job at hand!

CRANKSHAFT DAMAGE ENGINEERED OUT!

Proven FLEXOR BLADE "gives" to absorb shock of impact. Unlike ordinary mowers, Homko "gives" at the blade—not at the crankshaft. Exclusively designed Flexor Blade has movable tips that swing back when striking a rock or water pipe, thus absorbing shock and permitting mower to continue operating. Tips snap back into place instantly, leaving crankshaft free from damage.



for '59

REVOLUTIONARY NEW ULTRA-MODERN STYLING— THE FIRST COMPLETE BODY CHANGE IN ANY ROTARY MOWER!

FINGERTIP OPERATED FROM START TO STOP!



One easy combination control operates engine choke, stop and blade speeds.

Convenient clutch lever provides simplest operation... just lower to move forward, raise to stop.

Recoil engine starter mounted on handle for new stand-up safety starting.

NEW QUICK CUTTING HEIGHT ADJUSTMENT— NEW EXTRA RANGE!

Nothing to remove... a simple lever at each wheel location sets correct cutting height in seconds... from $\frac{7}{8}$ " to 3 $\frac{3}{4}$ ".



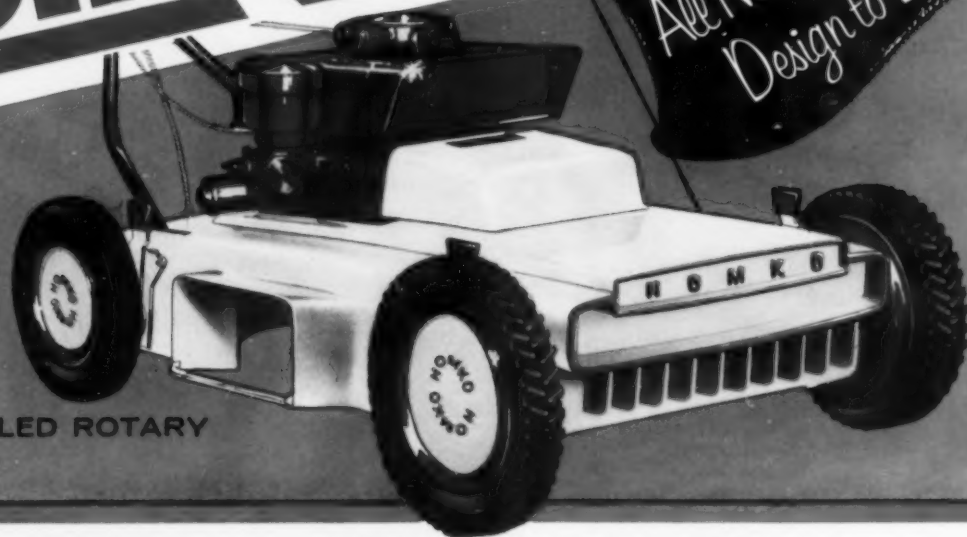
Homko POWERAMIC

*All New from
Design to Drive*

All New!

22"

SELF-PROPELLED ROTARY
MODEL RA-89



Win a 1959 Rambler Station Wagon

or one of 29 other valuable prizes in the

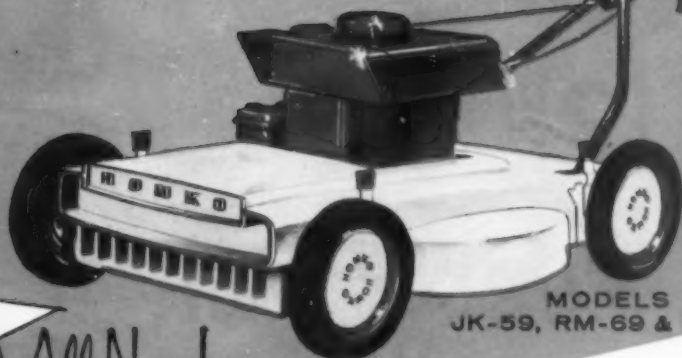
\$10,000 HOMKO

DEALER DEMONSTRATOR

CONTEST

ASK YOUR DISTRIBUTOR HOW YOU QUALIFY!





MODELS
JK-59, RM-69 & RF-79

All New! 18" 20" 22"
FREE WHEELING ROTARIES

POWER MOWING

All New!
DELUXE 24"
RIDING ROTARY
MODEL AE 180



NEW DESIGN!
NEW POSITIVE BLADE DISCONNECT!
NEW QUICK CUTTING HEIGHT ADJUSTMENT!



Model PA-258
MULTI-PURPOSE
MOTOR ARM
powers 5 special-
purpose tools



Model PA-259
22" ROTARY
MOWER CHASSIS



Model PA-260
22" ROTARY
TILLER CHASSIS



Model PA-261
9" EDGER-
TRIMMER CHASSIS



Model PA-262
20" REEL-TYPE
MOWER CHASSIS



Model PA-263
18" SNOW PLOW CHASSIS



Model 3247
2½ gallon
Model 3246
1½ gallon
MONCO "FLAT-TOP"
STACKING GAS CANS



Model RR-140
30" RIDING REEL-TYPE



Model EL-49
18" ELECTRIC ROTARY



Model LP-228 18"
Model LP-230 20"
SELF-PROPELLED
REEL-TYPE MOWERS



Model PE-99
9" GAS-POWERED
EDGER-TRIMMER



NEW! Model RT-300
22" ALL-IN-ONE
ROTARY TILLER



Model HS-720 20"
Model HS-728 28"
FOLD-AWAY LAWN SWEEPERS
... New Design ... New Low Cost



Model PS-12A
24" SELF-PROPELLED
POWER SWEEPER

Homko ...THE FULL LINE, BUILT AND PRICED TO BRING YOU THE FULL PROFIT ON EVERY SALE!

FIND OUT MORE... WRITE TODAY DEPT. SH-14

Circle No. 6 on Reply Card

Manufactured by **WESTERN TOOL AND STAMPING COMPANY**

the world's largest producer of power lawn mowers • 2725 Second Avenue, Des Moines 13, Iowa

INDUSTRY NEWS

Wholesalers and Manufacturers to Meet in Palm Beach, April 12-16

WHOLESALE and manufacturers will gather in one of their favorite meeting places when the annual joint convention of the Southern Wholesale Hardware Association and the American Hardware Manufacturers Association convenes in Palm Beach, April 12-16.

As in the past the same palatial hotels in this Gold Coast resort, the Palm Beach Biltmore and the Whitehall, will house most of the convention crowd. The Biltmore, located on the Lake Worth waterfront along with the Whitehall, will serve as convention headquarters.

Special Rates

Special convention rates have been made available at both hotels. Other hotels which will help take care of the convention crowd are: the Colony, Pennsylvania, Windsor, Monte Cristo, and Dixie Court.

Convention announcements were mailed out by the two associations on December 5. All requests for reservations should be sent direct to the hotels. The associations will exercise no control over room allocations and will not handle individual requests for rooms.

The Biltmore, as convention headquarters, has been asked to allot no more than two rooms, plus parlor if requested and available, to any one member company of either association. This usual limitation is made in order to accommodate as many companies as possible in the headquarters hotel. This limitation will not be in effect at the other hotels.

The convention schedule will follow that of past meetings, opening

with the traditional Presidents' Reception on Sunday evening and closing with the annual meeting of the Southern Association on Thursday morning.

Once again the advance registration plan will be used, and on-the-spot registration of association members will start on Saturday, April 11 at 1:00 p.m. Advance registration directories and badges will be available at that time.

An elaborate entertainment schedule is being planned, with an entertainment program scheduled to replace the usual Monday night business session. Tuesday evening will continue to be the convention's big entertainment night.

Union Fork & Hoe Elects Stuart Lane President

ELEVATION of Edward Durell from president to the new position of chairman of the board, and election of Stuart H. Lane as president is announced by The Union Fork & Hoe Co., Columbus, Ohio. Durell has been associated with the company for 40 years and its president since 1932. Lane has been executive vice-president and general manager.

The company also named an eighth director, G. B. Durell II, manager of the Union Handle Co., an affiliate, at Frankfort, N. Y., in addition to seven directors who were reelected. These are Mr. Durell, Mr. Lane, George M. Finkes, John T. Mains, John W. Rether, Walter H. Johnson, Jr., and Daniel W. Loeser. Johnson is vice-president of the Marine Mid-



Stuart H. Lane

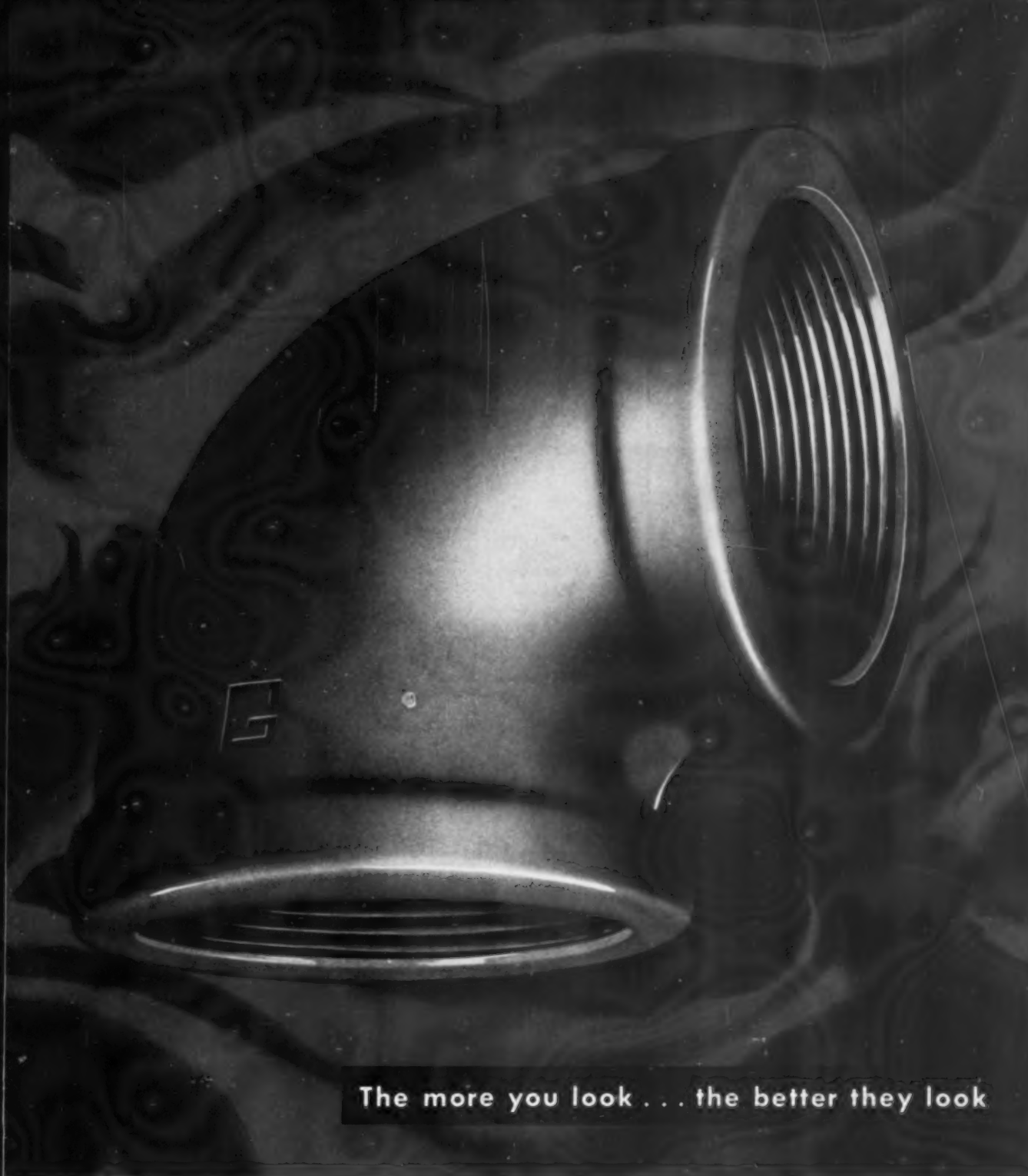
land Trust Co. of New York; Loeser is a member of the Cleveland, Ohio law firm of Hahn, Loeser, Keough, Freedheim & Dean. Finkes and Mains were reelected vice-presidents and Rether was renamed treasurer. Other officers, all of whom were reelected, are Stuart C. Schneible, vice-president; Charles E. Goodrich, secretary; John W. Davis, assistant treasurer and Esther E. Trott, assistant secretary.

National Toy Exhibit to Be Held in Chicago

A \$1.5 BILLION market will be focused on Chicago next spring when the National Toy Show, first exclusive toy exhibit to be held in Chicago, takes place at the Morrison hotel.

Expected to draw upwards of 10,000 buyers, the show will run from May 17-21, and will be housed on six floors of the Loop hotel. At least 500 exhibitors are scheduled to participate.

The show is managed by Jules Karel & Associates, 8 South Dearborn St., Chicago.



The more you look . . . the better they look

Dependable Distribution from these Warehouses:
New York • Philadelphia • New Orleans
Atlanta • Pittsburgh • Cincinnati • Dallas
Chicago • St. Louis • Detroit • Denver
Minneapolis • San Francisco • Los Angeles

GRABLER SQUARE "GEE" PIPE FITTINGS

ORDER FROM YOUR WHOLESALER

The GRABLER



Manufacturing Co. • 6565 Broadway • Cleveland 5, Ohio

WHAT'S BEST FOR YOUR CUSTOMERS—IS BEST FOR YOU

SELL PENN

From the blades up—the finest of precision grass-cutting machines!

NEW LIGHT-WEIGHT, LOW-COST REEL!

NEW LOW ROTARY PRICE!



NEW

EXETER 175

Model 28218—18" Cut
Pennsylvania quality features.
1.75 HP Briggs & Stratton motor

AVALON

Model 66218B—18" Rotary
Typical Pennsylvania quality.
2.00 HP Briggs & Stratton motor

*Prices slightly higher in the Far West.

SYLVANIA!

Your reputation depends on the quality of the products you sell. The sure way to keep it is with trouble-free, top quality merchandise—not with flimsy, low-quality price goods. Since 1877, *Pennsylvania* has been the most respected name

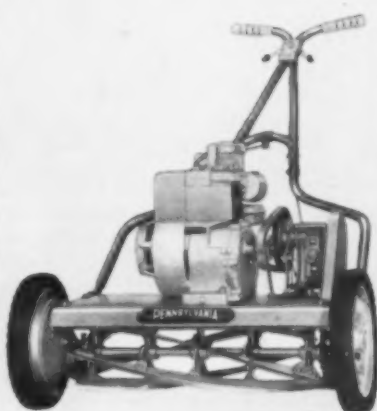
in lawn mowers. Add to this reputation the support of a nationwide network of service stations—a Pennsylvania “extra” that price goods can’t offer. You’ll see why it will pay you to put Pennsylvania to work for you in 1959.

ONLY PENNSYLVANIA GIVES YOU THESE FIVE GREAT MOWERS, TOO!



REELRIDER

Model 42221D
21" Riding Mower



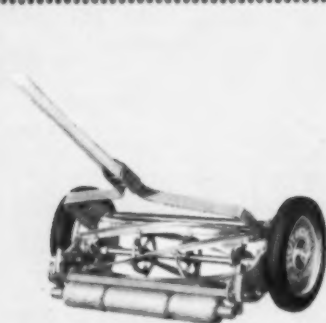
DELUXE

Model 40221C (5 blade)
Model 407221C (7 blade low cut)



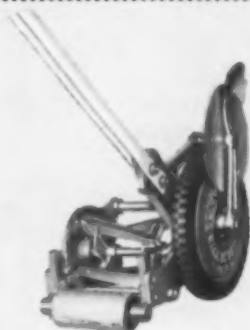
LAWNDALE

Model 69221A
21" Riding Rotary Mower



GREAT AMERICAN

15", 17" or 19" size



TRIMMER AND EDGER

**NATIONALLY-ADVERTISED
PENNSYLVANIA
—THE MOST RESPECTED
NAME IN LAWN MOWERS
—SINCE 1877!**

PENNSYLVANIA LAWN MOWER DIVISION
AMERICAN CHAIN & CABLE CO., INC.
BRIDGEPORT, CONN. • Plant: EXETER, PA.



Tom Humphries Loses Life in Automobile Accident

TOM HUMPHRIES, the youngest son of A. L. Humphries, Carolina Wholesale Co., Columbia, S. C. was killed in an automobile accident December 5 in Columbia.

Just 25 years of age, he had been associated with the company for about two years.

♦

W. C. McCarty Is Named Yard-Man Representative

WILLIAM C. MCCARTY recently was named representative for Yard-Man, Inc., Jackson, Mich. McCarty is located in Birmingham, Ala., and will represent Yard-Man power mowers in that state.

♦

Shapleigh Begins Special Winter Sales Promotion

SHAPLEIGH Hardware Co. announces its winter sales promotion program—the Winter Sales Carnival—and offers dealers a complete merchandising and sales promotion kit.

The main feature of the promotion is a four-color four-page direct mail newspaper piece with dealer name and address imprint. Familiar winter scenes and symbols—snowflakes, skier, etc.—form an attractive background for over 100 sale items accompanied by descriptive copy and sale prices. Two special sale coupons are included to inject extra traffic-pulling power in the piece.

Also included in Shapleigh's



winter promotion are newspaper mats, radio scripts, and a 144-piece point-of-sale store display kit. The latter consists of pennants, valances, window streamers and spots, wire-hangers and price cards.

Items included in the special promotion are sporting goods, outdoor items, home repair supplies, hardwares, housewares, and tools.

Malcolm, Retired Head of Linen Thread Co., Dies

DAVID LEONARD MALCOLM, 75, retired president of The Linen Thread Co., Inc., died November 8, at his home in Wyckoff, N. J., after a long illness. Mr. Malcolm had been associated with The Linen Thread Co., Inc., 50 years prior to his retirement in 1953.

Wholesale Sales Drop in November but Still Exceed the 1957 Month

THOUGH sales by Southern hardware wholesalers declined from October to November, sales volume in the year's next to last month still was ahead of the 1957 period.

The sales decline in November was sharpest among wholesalers in the Mid-South area where the average drop in sales amounted to 30.3%. However, this average was lowered by the figures of one wholesaler who experienced a deep drop in November sales, probably attributable to the discontinuance of toys during the year. Omitting these figures, then, the average decline in sales for Mid-South wholesalers would be 20.5%. For the entire South the average decline in November sales was 15.8%.

Despite the downward trend from October, November sales in all of the South's geographical regions were ahead of the 1957

month. The most pronounced sales gain was in the Southwest where November sales averaged 21% above 1957. For the entire South, wholesale hardware sales in November exceeded the 1957 month by 9.6%.

Several wholesalers in the Southeast expressed considerable optimism over future business commenting particularly on the improvement in collections over 1957. And in the Southwest, the excellence of the crop, brought expressions of confidence from wholesalers in that area.

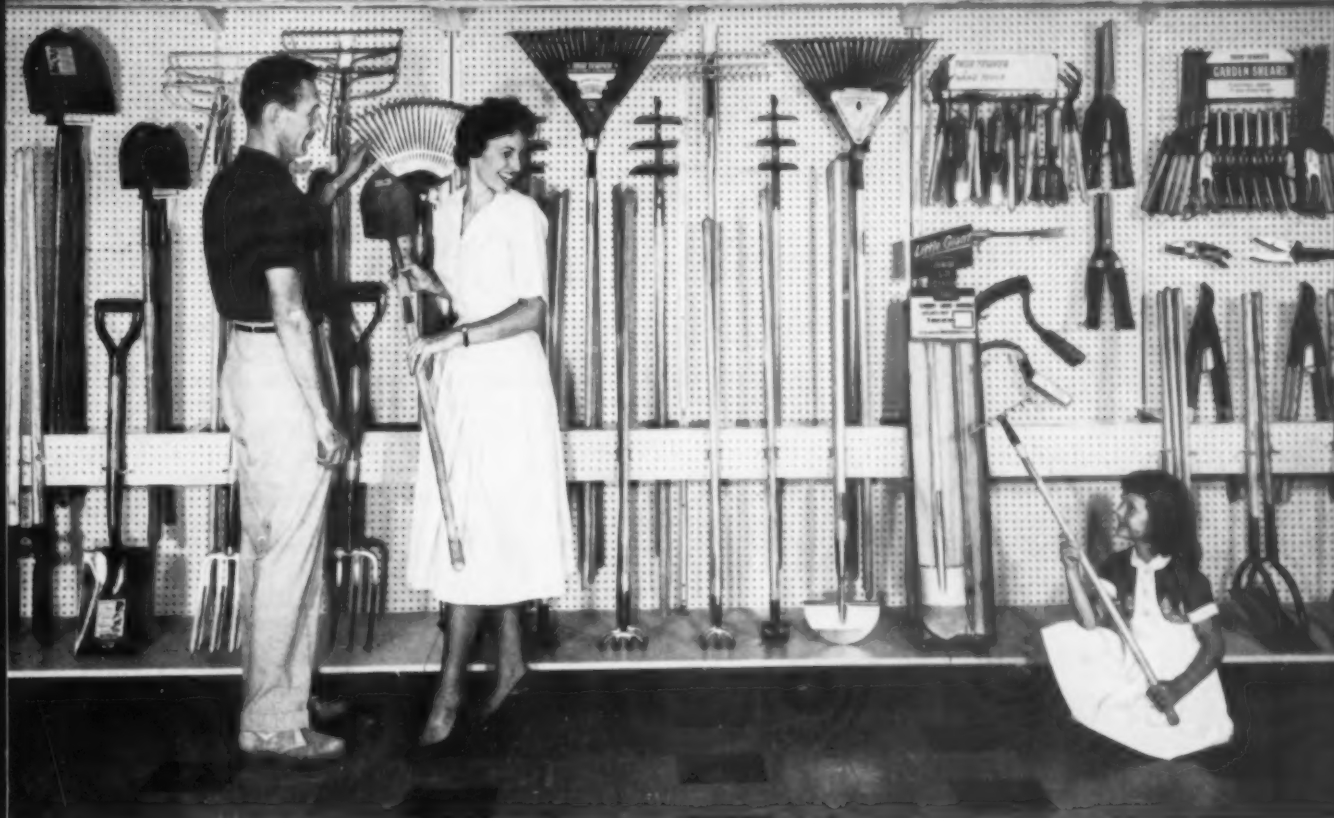
Meanwhile, inventories declined moderately in November for most wholesalers in the Southeast and Mid-South, and increased an average of 4% for wholesalers in the Southwest. Inventories for all Southern hardware wholesalers declined an average of 2.4% in November.

WHOLESALE HARDWARE SALES AND INVENTORIES

GEOGRAPHICAL DIVISION	SALES		INVENTORIES
	Percent Change		Percent Change
	Nov. 1958 from Oct. 1958	Nov. 1958 from Nov. 1957	Nov. 1958 from Nov. 1957
SOUTHEAST	-10.	+ 3.	-6.8
MID-SOUTH	-30.3	+ 2.6	-3.8
SOUTHWEST	-11.3	+21.	+4.
ENTIRE SOUTH	-15.8	+ 9.6	-2.4

Geographical divisions: Southeast (W. Va., N. C., S. C., Ga., Fla.) Mid-south (Ala., Tenn., Ky., Miss.) Southwest (La., Ark., Okla., Tex.)

TRUE TEMPER GARDEN TOOLS



To make real money

stock the

basic - 45

These 45 lawn and garden tools are the best sellers in all stores, regardless of size or location. They'll do the bulk of your business, turn over fastest, and account for most of your garden-tool profits. They're pictured above just as they can look in your store.

To make real money, be sure you stock the right basic tools. Ask your True Temper wholesaler today for your free IN-STOCK PLANNER (shows the Basic-Basic 45 in detail, plus basic-optional items) and free 1959 True Temper Catalog. Or write True Temper, Dept. HRA, 1623 Euclid Ave., Cleveland 15, Ohio.

THE 45 BEST-SELLING GARDEN TOOLS

Short-Handle Garden Tools	GC20	Regular Trowel	GC24	3-Prong Weeding Hoe
	GC21	Transplanting Trowel	GC25	2-Prong Weeding Hoe
	GC22	Hand Cultivator	GC26	Hand Rake
	GC23	Digging Fork	F88	V-Blade Weeder
Lawn Rakes	SL22	Spring-Braced	FBR22	Fan Shape, Sweep Type
	DL22	"Dynamic"		
Garden Rakes	B13	Bow Type	PB14	Bow Type, Low Priced
	T14	Level Head		
Edgers	O40F	Round Blade	RE2	Rotary 2-Wheel
Cultivators, Weeding Tools	SC4	4-Tine Cultivator	DW	Dandelion Digger, Weeder, V-Blade
	FW3	3-Tine Cultivator		
Hoes	GO6¼	Standard Garden	W7H	Heart Shape
	PG6¼	Low-Priced Garden	2PF	2-Prong Weeding
	LY5	Floral Hoe	2P	2-Prong, Low Priced
Shovels, Spades	DLR	"Dynamite" Shovel	HGL	Garden Shovel, Small Blade
	SD	"Dynamite" Spade		
Spading Forks	MSD	Medium Weight	POLD	Low Priced
Post Hole Digger	35	Standard Pattern for All Types of Soil		
Hedge Shears	TD	"Dynamic"	L6	Smaller Size, 6½" Blades
	20F	"Flint Edge"		
Grass Shears	22	Unique Slicing Action	66	Low Priced
Pruning Shears	250	De luxe, Anvil Type	D150	All-Purpose
Lopping Shears	103	Home and Garden	122	Low Priced
Grass and Weed Cutters, Hooks	29	Grass Cutter	4	Grass Hook
	26	Weed Cutter	1½	Grass Hook
Garden Tool Set	3JT	Set of Junior-Size Tools: Rake, Hoe, Shovel		

TRUE TEMPER® ... your basic line ... your money line

THE NEW YARD-MAN POWER MOWERS

have exclusive features that give you the jump on competition

Only YARD-MAN power mowers provide so many deluxe features . . . such dependability. As a Direct Factory Dealer you enjoy bigger profits and extra benefits.

Here is a complete line of proven hand, power reel, power rotary and riding mowers which is years ahead in styling and engineering. The eye-catching "Buff and Bronze" color tones accentuate the many "customer-designed" selling features your customers are looking for. All YARD-MAN mowers carry a full year guarantee and are priced to sell.

As a FRANCHISED YARD-MAN FACTORY DEALER you'll be backed by one of the nation's largest power mower manufacturers. You'll be assisted by an effective "dealer designed" merchandising program. You'll enjoy the exclusive YARD-MAN Dealer Order Plan. You'll be a real partner in this fast growing, profit making YARD-MAN family.

All across the nation, wise dealers are making the smart jump to YARD-MAN. Write today for your free DEALER BOOKLET and learn why you should make the jump, too.

YARD-MAN, INC., 1410 W. GANSON ST., JACKSON, MICH.

YOU'LL SELL THESE SUPERIOR YARD-MAN FEATURES

EXCLUSIVE SAFETY BLADE CLUTCH

SILENT YARD-MAN OPERATION

RUGGED STEEL DECKS OF 13 GAUGE BRIDGE-TYPE DESIGN

INSTA-CONTROL HANDLE

PRECISION CONSTRUCTION

HANDLE MOUNTED MULCHER PLATE CONTROL

HAND ADJUSTED HEIGHT CUTTING CONTROL



Write Today for Your Free Dealer Booklet

No. 2010,
21" Self Propelled
Safety Clutch
No. 2050
22" Self Propelled
Safety Clutch



THIRTEEN TROUBLE-FREE, FEATURE-PACKED MODELS



No. 1010,
18" Hand Mower



No. 1040, 18" Reel
No. 1050, 21" Reel
No. 1060, 18"
Deluxe Reel



No. 2020,
18" Direct Drive
No. 2060,
21" Direct Drive



No. 2000,
21" Safety Clutch
No. 2040,
22" Safety Clutch



No. 2030,
21" Self Propelled
Direct Drive



No. 3000,
24" Riding Rotary
No. 3010
24" Riding Rotary
Electric Starter



"More Real Pleasure In Every Barbecue"

HERE'S WHY YOU WILL SELL MORE. . . .

★ OUTSTANDING ROYAL CHEF SELF-SELLING FEATURES!

- Fold-away legs
- "Sure-Set" grid control
- Chrome plated spiral grids
- Heat-saving windshields.

★ A MODEL AND PRICE FOR EVERYONE!

- The most complete line — \$5.50 to \$299.95
- All price points covered for easy trade-up
- Full profit for you.

★ RUGGED LIFETIME CONSTRUCTION!

- Bonderized Baked-on enamel finish
- Welded steel wheels — molded rubber tires.
- Five year warranty against burnout
- Sturdy leg construction.

★ UNSURPASSED EYE APPEAL — CHOICE OF COLORS!

- Exciting new "Twilight Blue"
- High Lustre Coppertone
- Glossy Black — Brilliant Red Trim.



PATIO GRILLS
BASIC and MOTORIZED

Fast-selling promotional models. Feature-loaded. Luxurious patio grills (not pictured) at \$99.95 and \$299.95.



**BARREL
BRAZIER**

"BILT-WITH-A-TILT"

This most versatile design in several deluxe and economy models from \$7.95 to \$34.95. The barrel brazier cooks anything from hot dogs to roasts with or without smoke flavoring.



DELUXE ROUND BRAZIER

18", 21", and 24" sizes from \$9.95 to \$89.95. Deluxe in every respect with sturdiest construction, freshest styling and choice of color.

**ECONOMY
ROUND
BRAZIER**

More quality for your money in competitive, fast-moving grills. Compare construction and features of these 18", 24" basic and 24" motorized models.



Learn the facts about ROYAL CHEF for '59

For Color Catalog, Complete Information — Mail This Request

To CHATTANOOGA ROYAL COMPANY
CHATTANOOGA 6, TENNESSEE

FIRM

ATTN. OF

STREET

CITY STATE



Your Sheffield Distributor: will help you set up a money-making bolt department

Many hardware and lumber dealers pay their rent or a sizeable part of their overhead with profit on bolts. Surveys show bolts and nuts in the top ten fastest-moving items.

But for selling success like that you have to stock a wide enough range of bolts to meet all your customers' needs. Your Sheffield Distributor is the man to help you in setting up such a bolt department.

He's backed by the Sheffield *full* line of thousands of standard and special bolts, from one of the country's biggest and most modern bolt plants, one section of which is pictured above.

Your Sheffield Distributor will help you plan your stocks to meet every customer's bolt needs. And he'll give you fast service on any special or "custom" bolt order. Get in touch with him now.

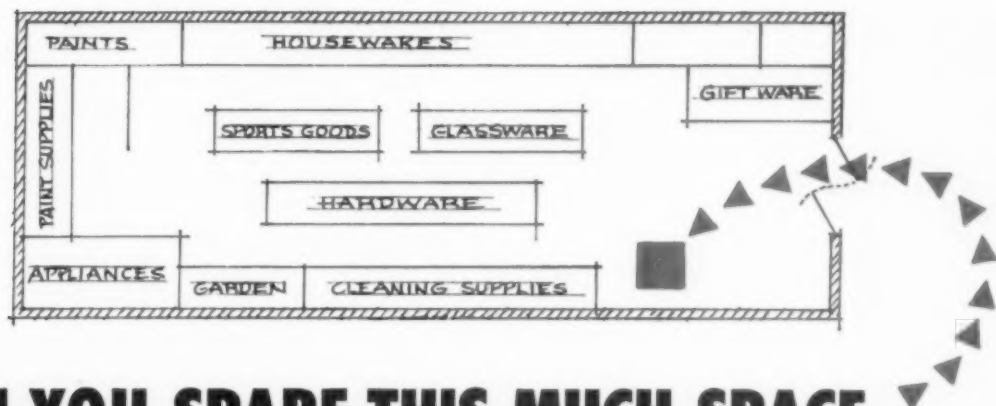
SHEFFIELD DIVISION



ARMCO STEEL CORPORATION

OTHER DIVISIONS AND SUBSIDIARIES: Armco Division • The National Supply Company • Armco Drainage & Metal Products, Inc. • The Armco International Corporation • Union Wire Rope Corporation • Southwest Steel Products





CAN YOU SPARE THIS MUCH SPACE FOR A HIGH VOLUME, HIGH PROFIT DISPLAY?

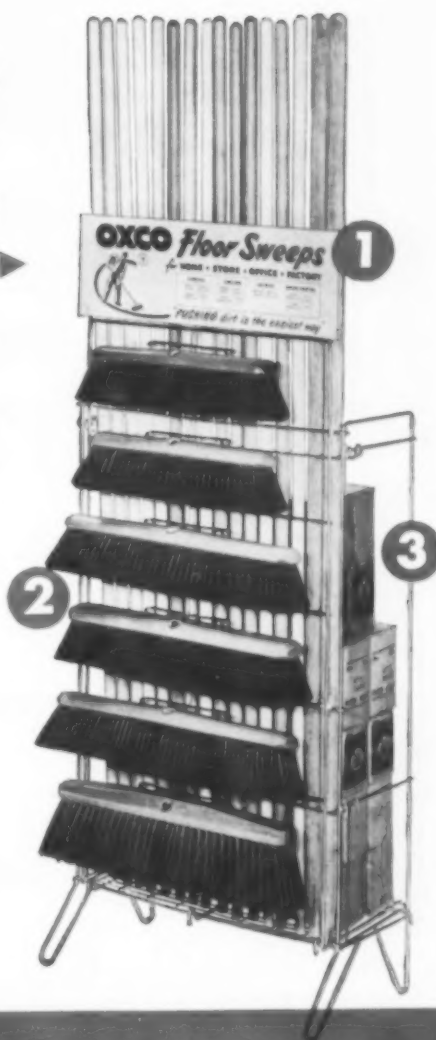
Floor Sweep Display No. 1

Stocks - Displays - Sells

Mark off 2½ square feet of floor space in your store . . . see for yourself how little space it takes to increase your volume on high profit floor sweeps. Oxco's Floor Sweep Display No. 1 *stocks . . . displays . . . sells* a complete selection of the most popular sweeps!

- 1** Top sign tells customer type of sweep needed for his floor surface.
- 2** Complete selection displayed . . . including sweeps for garage floors, smooth or rough floors, medium or heavy dirt, etc.
- 3** Stocks extra sweeps in rear.

Easy to set up and stock! No bolts, nuts or complicated assembly. Display includes 18 sweeps and handles, plus metal rack at no extra cost. Shipped in one carton.



ORDER NOW
FROM YOUR
JOBBER!

OXCO
BRUSHES
OX FIBRE BRUSH COMPANY, INC.
FREDERICK Established 1884 MARYLAND

Clemson Bros. Holds Sales Conference

A FOUR-DAY sales meeting, spotlighting the introduction of the new Reel-Pac band saw blade dispenser, was held in Middletown, N. Y., recently by Clemson Bros., Inc.

In attendance were the sales representatives and officials of the

Associated Clemson Companies. Sales and advertising plans for 1959 were presented, as well as a series of clinics devoted to refresher courses in applications of its products.

The dispenser which was introduced is a 9¼-inch diameter free running permanent reel of non-breakable material, holds 100 feet of blade, and is pre-packed in an

individual corrugated carton marked with blade width and type.

Randolph Passes 50-Year Mark in Hardware Field

WILLIAM F. Randolph, Southeastern sales representative for J. Wiss & Sons Co., recently passed the 50-year mark in his association with the hardware industry. He begins his 33rd year with the Wiss company.

His association began in 1908 with the old Gray & Dudley Hardware Co., Nashville, Tenn., where he began his career as a billing clerk with long hours and a salary of \$25 a month. This proved to be a little too confining so a couple of years later Randolph started on the road as a salesman for the James

Sabine Supply Welcomes Customers at Opening of New Facilities



A two-day trade fair and open house attracted overflow crowds to the new facilities of The Sabine Supply Co., Orange, Texas, during its recent formal opening. A conducted tour through the warehouse and boat trips through Orange Waterways highlighted the occasion; 125 exhibition booths were set up by the various manufacturers' representatives. The company handles more than 35,000 different items on a wholesale basis. Its 90,000 square foot warehouse, pipe storage yard, and T-head dock are located on a seven-acre tract. Owner and president of The Sabine Supply Co. is Col. D. Harold Byrd; John W. Anger is vice-president and general manager.



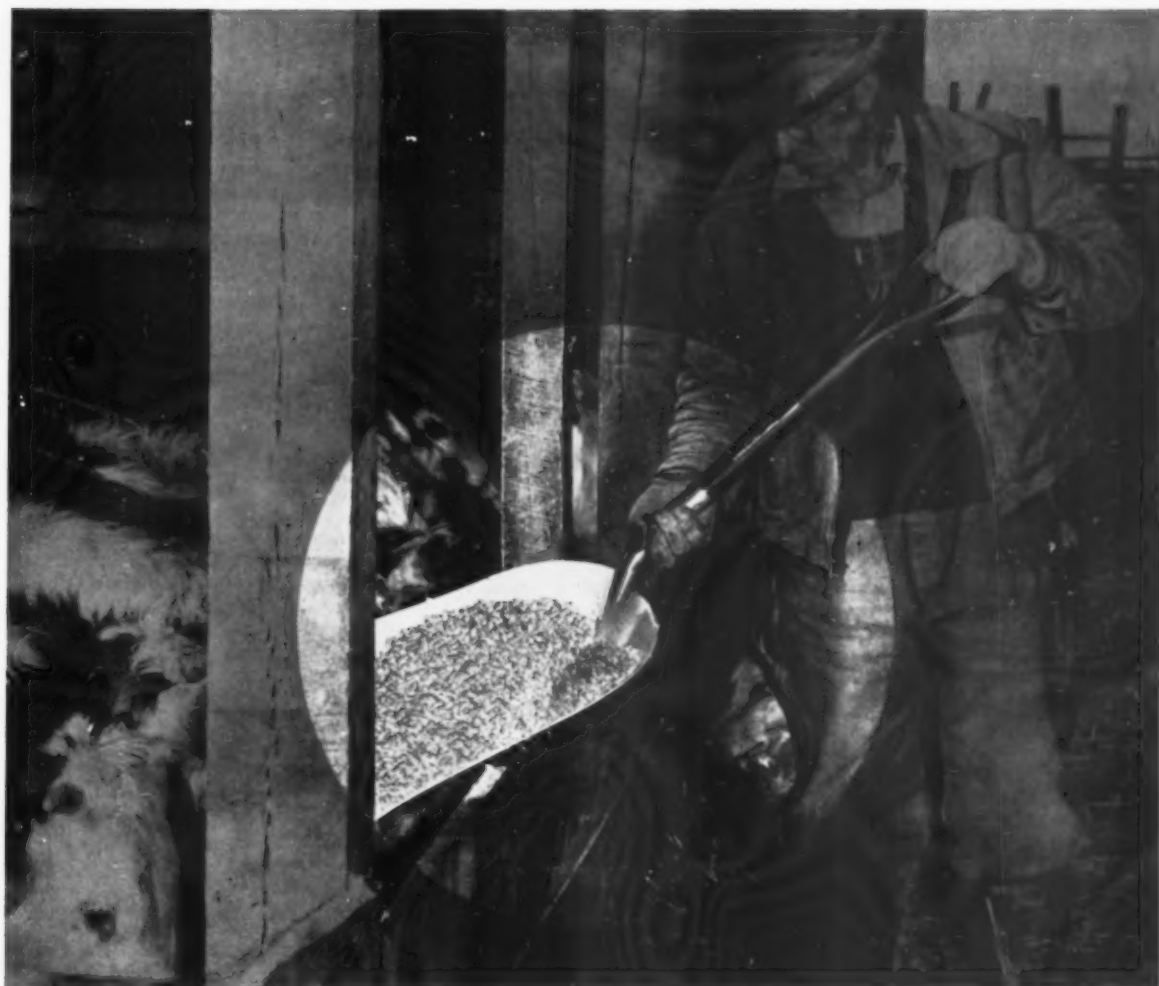
William F. Randolph

S. Mason Co., Philadelphia. In those days Mason was a famous manufacturer of shoe polish which then carried the less glamorous name of "shoe blacking."

After getting the feel of the hardware business, he left this company and joined the United States Rubber Co., in the rubber heel division. Later he joined the Midland Tire & Rubber Co., Coshocton, Ohio.

Randolph recalls that while he was with these firms, he called upon the hardware wholesalers because in those days both shoe polish and rubber heels were for sale in hardware stores and shoes were not available new already equipped with rubber heels.

Randolph resides in Atlanta, Ga.



**When he appears in major farm magazines
You sell more **TRU BLU** ALUMINUM grain scoops!**



IRRIGATING SHOVELS, DAIRY
BARN SCOOPS, RICE SHOVELS
ALSO WITH ALUMINUM BLADES

Because he's using the famous "aluminum scoop with the blue handle" that farmers ask for. It's a third lighter than steel, the grip really fits the hand, and it does more work with less work. Advertised in *Successful Farming* and *Farm Journal*. Better order now!



The Wood Shovel & Tool Co., Piqua, Ohio

only
KEYLINE
tells the
story so often

Your customers know more about Keyline Poultry Netting than any other brand made. Their friends and neighbors talk about this fence that stands straight and tight. And they read about it in their favorite farm publications—ten different magazines.

No wonder Keyline is so easy to sell. Keyline advertising and satisfied users do the pre-selling. Customers know the facts about this fence with the extra straight-line wire. As a result, you get faster turnover.

Keyline roll sign, ad mats and envelope stuffers help you, too. Get ready now to increase profits by stocking up on Keyline Poultry Netting. Send in your order today.

**Customers Know the Big Difference
The Stretch Test Gives Them Proof**

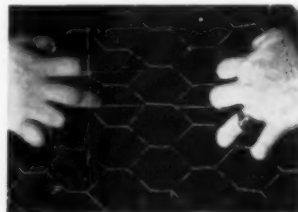
Your customers know it's the extra straight-line wire that makes the difference between Keyline and ordinary poultry netting.

This horizontal wire woven into the fabric prevents gaps or holes by adding support where it's needed. Keyline hugs the ground . . . stands smooth and tight! The stretch test gives you and your customers proof.



Ordinary Poultry Netting

Stretch a sample of ordinary hexagon mesh poultry netting. See how it loses shape. See it bag, sag and bulge.



Keyline Poultry Netting

Stretch a sample of Keyline. See how it holds its shape. See how it stays flat and smooth. Goes up good and tight!

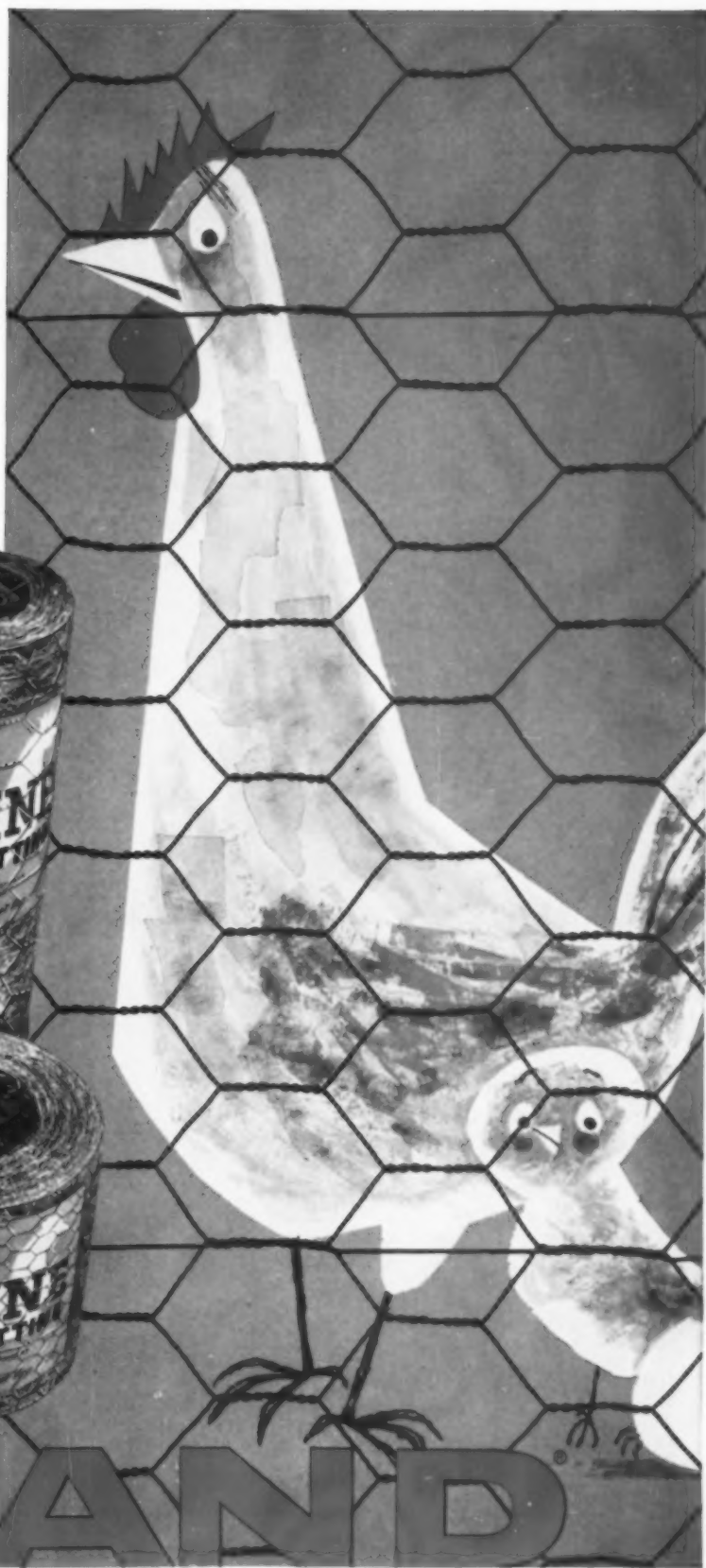
KEYSTONE STEEL & WIRE COMPANY
Peoria 7, Illinois

makers of

RED

Red Brand® Fence • Red Brand Barbed Wire • Red Top® Steel Posts • Gates • Non-Climbable Fence • Ornamental Fence • Baler Wire • Nails • Keycorner • Keywall • Keymesh®

Even the chickens
can tell the difference



BRAND

SHGA Champions



With the other trophies he has won serving as a background, W. N. "Bill" Dixon, Brown-Rogers-Dixon Co., is shown here holding the trophy which was presented to him as winner of the recent tournament held by the Southern Hardware Golf Association at the Mid Pines Club in Southern Pines, N. C. New this year, this permanent trophy, a silver shovel crossed with a golf club, will go each year to the winner of the championship flight. Posing with the trophy is the winner of the first tournament in 1956, Hal Smith, Carborundum Co., below, left, and A. L. Lowe, Samson Cordage Works, the 1957 champion.



Marketing Divisions Coleman Sets Up Three

THE COLEMAN CO., INC., Wichita, Kan., has divided its sales organization into three major marketing divisions, Sheldon Coleman, president and chairman of the board of directors, announced recently.

A. O. Beyer has been named general manager of the Outing Products Division with responsibility for design, development, market information, distribution, and service of all Coleman outing products.

Beyer is a veteran of 33 years with the company, and since 1948 has served as field sales manager for Outing Products.

Associated with Beyer in administrative capacities are Charles E. Lahey, merchandise manager, and James E. Miller, manager of advertising and sales promotion.

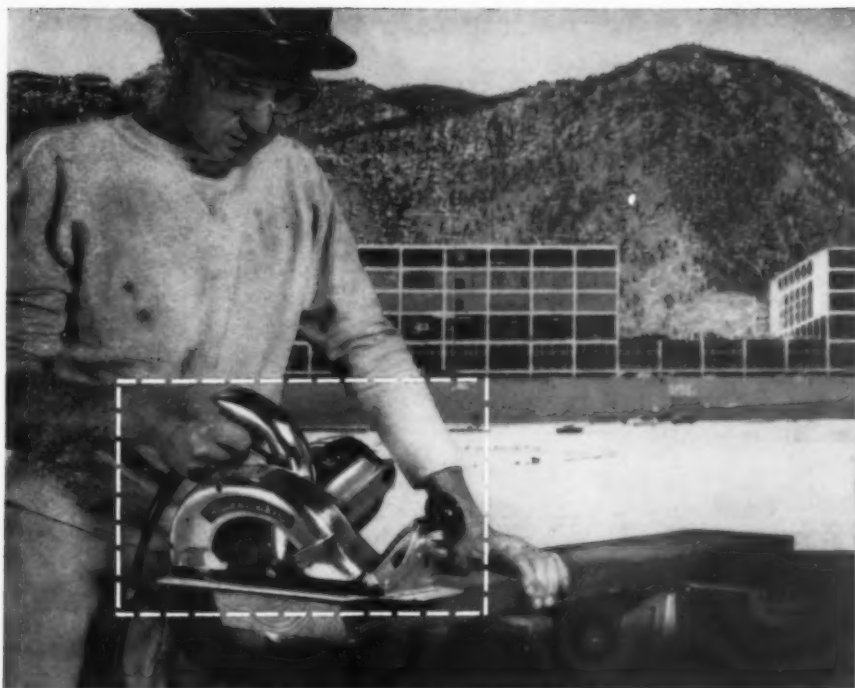
Rempel Names Sirasky Sales Service Manager

D. G. REMPEL, president of Rempel Manufacturing, Inc., Akron, Ohio, announces the appointment of Andrew E. Sirasky as sales service manager.



Andrew E. Sirasky

Sirasky assumes the executive post at Rempel following six years as personnel manager and merchandising manager at the Sun Rubber Co., Barberton, Ohio. Prior to that time he was associated with The Oak Rubber Co., Ravenna, Ohio, as manager of cost accounting and factory standards.



◆ U.S. AIR FORCE ACADEMY
Colorado Springs, Colo.

NEW SENATE OFFICE
BUILDING
Washington, D. C.

MISSOURI RIVER BRIDGE
St. Charles, Mo.

CHENNAULT AIR FORCE
BASE, Lake Charles, La.

BISSENET PLAZA
New Orleans, La.

MINOT AIR BASE PROJECT
Minot, N. Dakota

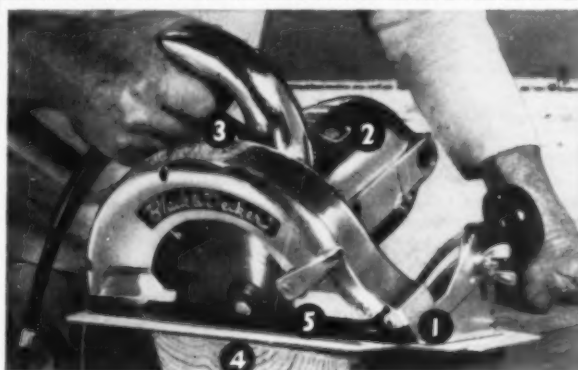
ROUTE #15 BYPASS
Amity Hall, Pennsylvania

CAPE CANAVERAL MISSILE
CENTER, Cocoa, Florida

FOOTBALL STADIUM
Indiana University

GLENWOOD
REDEVELOPMENT PROJECT
Minneapolis, Minn.

B&D—ON THE JOB AT ALL TOP 10!



1. CONTROL IN THE WOOD . . . light, balanced, easy to adjust, accurate guide.
2. BLADE WON'T QUIT . . . no clutches or overload gimmicks necessary to protect the B&D-built motor.
3. SAFETY . . . totally-enclosed, guarded blade; automatic release switch. UL-listed.
4. ECONOMY . . . fast, accurate cutting produces more and better work.
5. STRENGTH . . . with new, heat-treated reinforced brackets and shoes.

America's top construction jobs
pick the world's toughest saws—

Black & Decker®

Why do they pick Black & Decker? For better control in the wood. For easy handling. For dependable operation. And now, new features offer you even more sales advantages for these high-performance saws.

Black & Decker Saws turn out the work fast, with less maintenance . . . and more customer satisfaction! Dealer satisfaction, too—you're selling a quality product! Ask your B&D supplier about B&D Heavy-Duty Saws.



B&D 6 1/2" H.D. SAW

B&D 7 1/4" H.D. SAW

B&D 8" H.D. SAW

B&D 8 1/4" H.D. SAW

B&D 9 1/4" H.D. SAW



Black & Decker®

Towson 4, Md. • World's Largest Maker of Electric Tools





COMPLETE LINE...

Why it pays to buy from TCI

Tennessee V-Drain Roofing is made of specially heat-treated steel . . . the best there is for roofing. Each sheet has four special features: Tension Curve, Pressure Lip, Triple Cross Crimp and V-Drain. These features make each sheet hug the roof decking, and they provide leakproof resistance to rain. High winds will not bend a properly applied sheet and hail stones will cause no noticeable damage. Galvanizing meets ASTM Specification A-361-55 and is applied *hot* to give the tightest bond between coating and steel. Tennessee will not crack when bent either with or against the grain. It is a product you will be proud to sell.

American Fence is made of medium-hard, long-life wire uniformly coated with zinc to resist weathering and give longer service. Tension Curve prevents snapping of wires because of pressure and allows for expansion due to temperature changes. Hinge Joint permits fence to give under pressure and allows it to be restraightened. Stay wires are accurately spaced for even fence strength. American Fence is guaranteed full gauge as shown in specification card with each roll. American Fence builds

your reputation as a quality dealer.

American Barbed Wire is galvanized to resist corrosion; it won't crack or peel. It is also carefully stranded to provide proper stretching qualities. Sharp barbs are uniformly spaced.

American Baling Wire meets the requirements of automatic pick-up balers. It holds bales tight, yet bends and ties easily. Coils unwind without tangling; splices do not jam baler. Watertight cartons store safely.

Griptite Staples and TCI Wire Nails — USS Griptite Staples have a true nail point, a flattened head and greater holding power. You get more staples per pound. Both staples and nails now packed in easy-to-open, easy-to-handle, lightweight fibreboard nail caddy, 100 lbs. net in each caddy.

American Poultry Netting is made from true-gauge steel wire that is heavily galvanized to resist rust and corrosive action of chicken yard acids. It unrolls like a carpet and stretches up without a kink or bulge, remaining straight and true. It is made in one-inch and two-inch mesh, No. 20 gauge. All USS steel products are made in America by fellow Americans.



CUSTOMER ACCEPTANCE...

The United States Steel trademark, USS, is one of the best-known marks in the country. It is widely advertised to your customers in *The Saturday Evening Post* and *Time* and on the *United States Steel Hour* on television. This distinguished mark is on every product made by TCI for sale in your store. It is a pledge of quality which your customers recognize and trust . . . and which influences them to buy.

To further acquaint your prospective customers with the reasons why USS Steel Products are a better buy, TCI places an extensive advertising campaign in leading southern farm magazines and on many radio stations. This advertising builds good will for the dealer who displays the "TCI Farmer" signs and USS emblem in his store.

The *Farmers and Ranchers Handbook* has been widely circulated among southern farmers for over a generation.

It has been revised and brought up to date several times. This valuable booklet which farmers keep for reference is constantly selling and reselling the products and services available to your customers from TCI. Every USS Dealer is encouraged to have a supply of this 72-page booklet, imprinted with his store name and address, to give to his customers.

TCI makes a variety of sales aids (window and counter signs, display boards, product literature, envelope stuffers, etc.) available to USS Dealers to help them sell their customers on the value of USS Steel Products for the farm and home. All these advertising and sales promotion efforts continue to keep your customers and prospects sold on the quality of steel products made by TCI. Tennessee Coal & Iron Division, United States Steel Corporation, Fairfield, Alabama.



Tennessee Coal & Iron
Division of
United States Steel

Buy from TCI—and carry a complete line of pre-sold top-quality steel products, made by the world's largest producer of steel.

USS, American, Tennesseal, Griptite and TCI are registered trademarks

F. W. Heitmann Co. and Bering-Cortes Announce Plan to Consolidate

THE BOARDS of directors of F. W. Heitmann Co. and Bering-Cortes Hardware Co., Houston, Texas, have both approved a memorandum of agreement with respect to consolidation and merger of their two companies and recommended its submission to the stockholders of their respective companies for their approval, according to an announcement by Robert F. Strange, executive vice-president, F. W. Heitmann Co.

Under the plan of merger, stockholders of the two companies may exchange their stock for either common or preferred stock or 10 year debentures in the new corporation. A sinking fund will be created from which the preferred stock will be retired.

The merger calls for the authorization of 2,000,000 shares common stock, par value \$1.00, and preferred stock and debentures in the amount of \$500,000.00 for a total capitalization of \$2,500,000.00.

Bering-Cortes Hardware Co. will terminate the lease on its present quarters on Prairie and Milam Streets where it has been located for 48 years. The merged company will occupy the premises at the corner of Kress and Old Clinton Drive in the new four acre warehouse of F. W. Heitmann Co., which was completed in November, 1956. This consolidation will bring together two of the oldest and best known wholesale hardware and industrial supply firms in the Southwest.

F. W. Heitmann Co. was organized in 1865 and is now in its 94th year of operation. Bering-Cortes Hardware Co. was originated in 1885. Both firms have done business throughout the Texas Gulf Coast from Louisiana to the Rio Grande border, servicing retail hardware stores, lumber yards and industries in that area.

Mathias Klein Appoints Southeastern Rep

MATHIAS KLEIN & Sons, Chicago, manufacturer of electricians' tools

and equipment, recently appointed Richard Colsant as sales engineer to cover the Southeast. Colsant is based in Atlanta, Ga.

Stanley Names Alvord for Florida Position

CHARLES B. ALVORD has been appointed vice-president and general manager of Stanley Building Specialties Co. of North Miami, Fla., a subsidiary of The Stanley Works of New Britain, Conn., it was announced recently by Henry V. Pelton, vice-president - divisional administration of The Stanley Works. Alvord will succeed Winston W. Peterson who has been transferred to the main office of Stanley Tools of New Britain, a division of the company, where he was associated with the hand tool division for many years prior to his assignment to North Miami.

Alvord comes to Stanley from the U. S. Gypsum Co. of Chicago, after an association of 18 years. He served with that company as district sales manager, merchandise manager, works manager of the



Charles B. Alvord

Warren, Ohio plant and operations personnel manager during this time.

Ekco Products Forms New Housewares Divisions

FORMATION of two new sales divisions, the Ekco-Autoyre and the Ekco-Flint, to handle all of its 3000-plus housewares items was announced recently by Ekco Products Co., Chicago. The marketing alignment was to become effective December 1, according to J. J. Culberg, vice-president of housewares sales.

The Ekco-Autoyre division consolidates Ekco's Autoyre-brand bathroom accessories, previously sold through a separate subsidiary, with the company's other housewares lines that are made in Chicago and in Canton, Ohio. Heading the new division is Vice-President Maurice B. Cossman.

Directing sales for the Ekco-Flint division will be Vice-President Donald R. Long. All of the company's nationally advertised Flint-brand products are included as part of this division.

Cossman previously was vice-president in charge of the Chicago sales division, and Long held a similar position as head of the Geneva division. Both of these divisions have been eliminated in the reorganization.

In addition to the Cossman and Long appointments, Daniel F. O'Connell becomes national field sales manager of the Ekco-Autoyre division. He previously was vice-president in charge of sales for The Autoyre Co.

Heckel Award Presented



William M. Stuart, rt., president of Martin-Senour paint company, Chicago, receives 8th annual George B. Heckel award in recognition of his contribution to the industry. Plaque is presented in Washington, D. C., by A. P. Stresen-Reuter, president, Chicago Paint, Varnish & Lacquer Association

all roads, lead to...

HAMILTON-Skotch

FOLLOW THE 'BUY'-WAYS TO PROFITS WITH...

The HAMILTON-SKOTCH SELL-ECTOR[®] PROGRAM

SELL-ECTOR means over 100 successful products from one great source. It is a plan that gives you a single source from which you can select and plan for products and lines best suited to your particular selling needs. The Hamilton-Skotch SELL-ECTOR program means planned purchasing, planned shipments, planned inventory, planned merchandising and planned selling.

COMING SOON!

Sanitized[®]

- Insulated Jugs.
- Chests and Bags.

Another Hamilton-Skotch Exclusive



Our new SELL ECTOR plan gives you the consumer famous Hamilton Scotch name on picnic and outdoor products, pre-styled and pre-designed to help you attract and sell your customers more easily and profitably. This expanded SELL ECTOR plan is proof—once again—that Hamilton-Skotch is traditionally a pioneering company and the leader in its industry...the bigger 1 source for the most complete and varied lines in the industry.

Send today for
SELL ECTOR PLAN
full color catalog...
the Hamilton-Skotch
data and your new

My name is _____
11 East 38th Street, New York 18, N. Y.
☐ Please bring your complete color catalog and
☐ SELL ECTOR program information.
☐ Please have your representative call.
Name _____ Dept. _____
Address _____
City _____ State _____ Zip _____

Individually labeled balls

ALL-PURPOSE COTTON SEINE CORD

ART. 533

AVAILABLE IN A VARIETY
OF PLYS AND PUT-UPS

- 1 lb. skeins—6 thru 72 ply
Put-up in 5 lb. pkgs.
- 2 oz. balls—6 thru 24 ply
Put-up in 5 lb. pkgs.
- 4 oz. balls—6 thru 48 ply
Put-up in 5 lb. pkgs.
- 8 oz. balls—6 thru 72 ply
Put-up in 5 lb. pkgs.
- 1 lb. balls—18 thru 72 ply
Sold in bulk

only **MIKE** SEINE CORD
is labeled for you and
your customers identification



Each ball labeled as to weight, ply, feet per ball.

Put your confidence in
the **QUALITY LINE...**

Vinyl Weather Stripping
Wood Glue
Braided Nylon Line
Seine Twines
Seine Cords
Trot Lines
Staging
Venetian Blind Cord
Sash Cords
Clothes Lines
Mason Lines
Fishing Lines

Starter Rope
Jump Rope
Mop Heads
Wrapping Twines
Kitchen Lines
Express Twines
Chalk Lines
Parcel Post Twines
Polished India Twines
Plastic Clothes Lines
Jute Twine
Nylon Casting Lines



Orders of \$75.00 or more, freight prepaid. Orders of less than \$30.00 f. o. b. Mill, Lawndale, N. C., Van Nuys, Calif., Marietta, Minnesota, Dallas, Texas, or Waynetown, Ind. Orders of \$30.00 to \$75.00, freight allowed to \$1.00 per cwt. Freight prepaid does not include extra charges incurred outside carrier's regular zone of delivery.

ESTABLISHED 1873

Cleveland Mills Company

LAWNDALE, N. C.

14346 Bessemer St., Van Nuys, Cal. • Marietta, Minn. • 3104 Gaston Ave., Dallas 26, Texas • Waynetown, Ind.

1934-1959

25
years

Devoted to winning the "Battle of the Bugs"

STAN HAYES
President



We are proud that we have been able to create a line of precision products that have helped to make gardening easier, more resultful, more rewarding in all ways to millions of home gardeners.

On our Silver Anniversary, we salute the manufacturers of garden chemicals and the thousands of garden supply dealers throughout the United States and in foreign countries who have cooperated in our program of education to the gardening public.

Hayes Spray Gun Company

World's Largest Manufacturer of Garden Hose Sprayers
98 North San Gabriel Boulevard, Pasadena, California



Baker Succeeds Price in Belknap Sales Post

JOHN R. BAKER recently assumed the position of director of sales for the Tennessee, Mississippi, and Alabama territory served by Belknap Hardware and Manufacturing Co., Louisville, Ky.

He succeeds Charles B. Price, Jr., who resigned in December to go into the wholesale furniture business in Louisville.



John R. Baker

Baker joined Belknap in October 1946 and was stationed from December 1947 until September 1956 as a sales representative with headquarters in Moberly, Mo. He was made sales manager of Belknap's Western Division at that time. In taking over Price's duties, he will continue to headquarter in Louisville.

M. H. Partridge Elected Ox Fibre Vice-President

MELVIN H. PARTRIDGE, general sales manager of Ox Fibre Brush Co., Frederick, Md., was elected vice-president at a meeting of the board of directors held recently in New York.

Frederick W. Weitzel was re-elected president, and Joseph Styche, treasurer, was elected secretary-treasurer.

Partridge joined Ox Fibre in the sales department in 1931 and was appointed general sales manager in 1940. He served in World War II and following this was appointed general sales manager. In May

1958, he was named a member of the board of directors.

H. A. Hackney Joins Walter H. Allen Co.

H. A. "BARNEY" Hackney recently was appointed special representative of the Walter H. Allen Co., wholesale hardware distributor of Dallas, Texas.

Hackney has had over 30 years' experience in the hardware field, including retail and wholesale. He represented Hibbard, Spencer,

Bartlett & Co., Evanston, Ill., wholesaler for 22 years, the last five of which he was Texas district sales manager in charge of the Hibbard dealer program in Texas. Recently, until coming with the Walter H. Allen Co., Hackney was sales manager of the Southwestern Division of the Peaslee-Gaulbert Corp.

He will assist J. W. Burk, formerly sales manager of the Southern Division of the Shapleigh Hardware Co., St. Louis, and now vice-president of the Walter H. Allen Co.

CONVENTION DATES

Alabama, convention and exhibit, Feb. 16-17, Battle House and Admiral Semmes Hotels, Mobile. Secretary, Charles Giles, 407 N. 23rd St., Birmingham.

Arkansas, convention and exhibit, Feb. 15-16, Robinson Auditorium, Little Rock. Marion Hotel headquarters. Executive Secretary, Tom R. Pinckney, 402 Rector Bldg., Little Rock.

Carolinias, convention and exhibit, Feb. 24-26, Radio Center, Charlotte, N. C. Hotel Charlotte headquarters. Secretary, Martin F. Kaelke, P. O. Box 6215, Charlotte 7, N. C.

Florida-Georgia, convention and exhibit, Mar. 22-24, Robert Meyer Hotel, Jacksonville, Fla. Executive Manager, W. W. Howell, P. O. Drawer 1000, Waycross, Ga.

Missouri, convention and exhibit, Jan. 27-29, Chase Hotel, St. Louis. Executive Secretary, Fred Boemer, 2311 Hampton Ave., St. Louis 10.

Oklahoma, convention and exhibit, Feb. 22-24, State Fair Grounds, Oklahoma City. Oklahoma Biltmore Hotel headquarters. Executive Vice-President, William B. Ruxlow, Association Bldg., 607 N. Dewey Ave., Oklahoma City.

Tennessee, convention and exhibit, Feb. 8-9, Fair Grounds Coliseum, Nashville. Secretary, Charles G. Brown, P. O. Box 784, Nashville.

Kentucky, convention and exhibit, Feb. 15-17, Kentucky Hotel, Louisville.

Secretary, Edward H. Kelley, 301 Republic Bldg., Louisville 2.

Louisiana, convention and exhibit, Jan. 18-19, Capitol House, Baton Rouge. Secretary, David O. Mansfield, Box 1696, Jackson, Miss.

Mississippi, convention and exhibit, Feb. 22-23, Heidelberg Hotel, Jackson. Secretary, David O. Mansfield, P. O. Box 1696, Jackson.

Southern Wholesale Hardware Association and American Hardware Manufacturers Association—Joint convention, Palm Beach, Fla., April 12-16. Headquarters, Biltmore Hotel. Ralph E. Kirby, 806 Peachtree St., N. E., Atlanta, Ga., Managing Director, SWHA. A. L. Faubel, 342 Madison Ave., New York, 17, N. Y., secretary-AHMA.

Texas, convention and exhibit, Jan. 11-13, Memorial Auditorium, Dallas. Statler Hilton Hotel headquarters. Executive Director, R. M. Souder, 1108 Gibraltar Life Bldg., Dallas 1.

Tri-State, convention and exhibit, Feb. 8-10, Herring Hotel, Amarillo, Tex. Secretary-Manager, R. B. Allen, 1408 Fourth Ave., Canyon, Tex.

Virginia, convention and exhibit, Feb. 8-10, Hotel Roanoke, Roanoke. Secretary, George T. Omohundro, Jr., Scottsville.

West Virginia, convention and exhibit Feb. 22-24, Daniel Boone Hotel, Charleston. Managing Director, James C. Fielding, 1628 McClung St., Charleston 1.

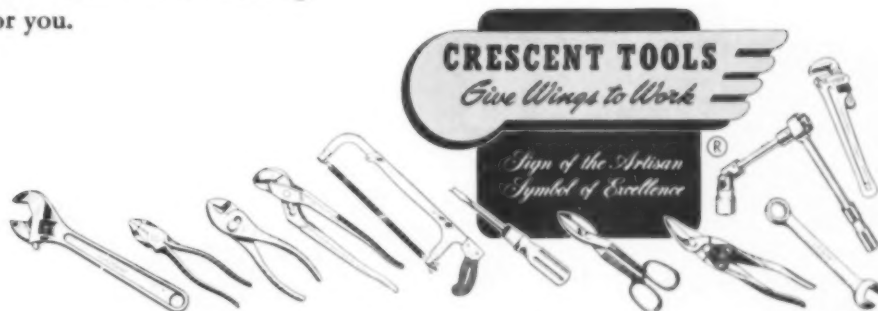
THE CRESCENT WAGONS are rolling!



Bringing the Most Complete **HAND TOOL LINE** Made for The Hardware Trade, Right To Your Door

Let CRESCENT's experienced dealer man show you these tools made by the manufacturer who has specialized in Hand Tools for the Hardware Trade for over fifty years.

If a Crescent Wagon hasn't visited your store lately, please drop us a line, as we want you to know what the Crescent Merchandising Program can do for you.



Crescent is our trade-mark, registered in the United States and abroad, for wrenches and other tools. Sold by leading distributors and retailers everywhere and made only by
CRESCENT TOOL COMPANY, JAMESTOWN, NEW YORK

sell this fence with
CONFIDENCE

DIXISTEEL
TRADE MARK



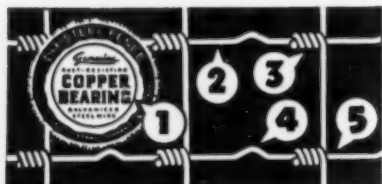
Your customers never take a chance on quality when you sell them DIXISTEEL Fence. And you never take a chance on selling an unknown product, because generations of Dixie farmers have trusted this Southern-made product.

The quality of DIXISTEEL Fence is controlled every step of the way—from the molten copper-bearing steel to the finished rolls ready for shipment.

DIXISTEEL Fence is nationally advertised to help you sell more fence. And the colorful metal sign on each roll continues to help you sell after the fence is up.

Stock, display and sell the fence that's made right here in Dixie—well-made, well-known, well-liked DIXISTEEL Fence—backed by one of the South's oldest steel producers.

SELL THE FENCE THAT HAS ALL FIVE FEATURES!



- 1 Rust-resistant copper-bearing steel
- 2 Full-size wires, uniformly spaced
- 3 Four-wrap, non-slip hinge joints
- 4 Tension curves to allow for expansion
- 5 Crack-proof hot-dip zinc galvanizing

Atlantic Steel Company



ATLANTA, GEORGIA

Southern HARDWARE

JANUARY, 1959

By Beatrice Miller



As customer checks out her purchases, the salesman allocates each item to one of eight departments for sales analysis with regards to turnover and profit

Department Analysis *determines the profitable lines*



WITH THE problem of how to increase margins being a major consideration of the hardware dealer today, Springfield Hardware and Paint Co., Springfield, Virginia, through a thorough analysis of each department, is devoting particular attention to the items and lines that bring the greatest turnover and profit.

"After we determine which these lines are," David C. Fischer, owner, stated, "we concentrate on their promotion, display, and required amount of selling space.

"Let's take as an example a line that may bring a 33 $\frac{1}{3}$ % margin on a 50% mark up. We select the line where a cooperative advertising deal can be arranged for local pro-

Overhead garage doors roll up exposing the attractive garden shop to passersby. As the store has a glass front, the entire interior is on display to passing traffic. Customer above browses the hand tool department. Owner Fischer advocates prompt assistance to customers though departmentization encourages self-service





In devoting more space to items with bigger margins, Fischer is steadily upping his profits. Lady above can't resist "looking around" in housewares department

motion. Insecticides or house paint in season may be possibilities. Since we work within a five-mile trade territory, we select a local newspaper with a paid circulation of 3,000 to promote these items, and also our local shopping news which reaches 15,000. We put out an excellent direct mail catalog for local distribution, sharing the cost with manufacturer and wholesaler whose items are featured. The mailing piece costs us four cents, exclusive of postage, but

actually would cost about 35 cents if we were to handle it on our own," Fischer stated, adding that a coupon is used in the catalog to gauge effectiveness.

"We have found that a catalog is kept by a customer for two or three months whereas a single sheet of promotion is thrown away and forgotten. Therefore, we put emphasis on catalogs and work co-operatively with a wholesaler putting out one a year, and with another putting out catalogs four

times a year," he added. "Dozens of items can be listed, and because the catalog covers a wider range, it has a greater sales potential."

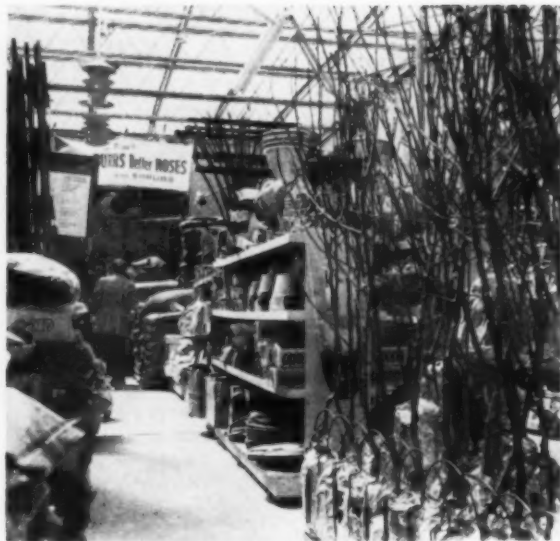
The spring-summer catalog mailing of 5,000 brought 16 calls the first day, 25 calls the next day, and within a week Springfield Hardware and Paint was getting close to 100 calls a day. While a number of specials were included in the catalog, response was equally great on regular items.

"Traffic brought in by the catalog resulted in sales of one to four items per person. I would guess that we had about a 10 percent in-

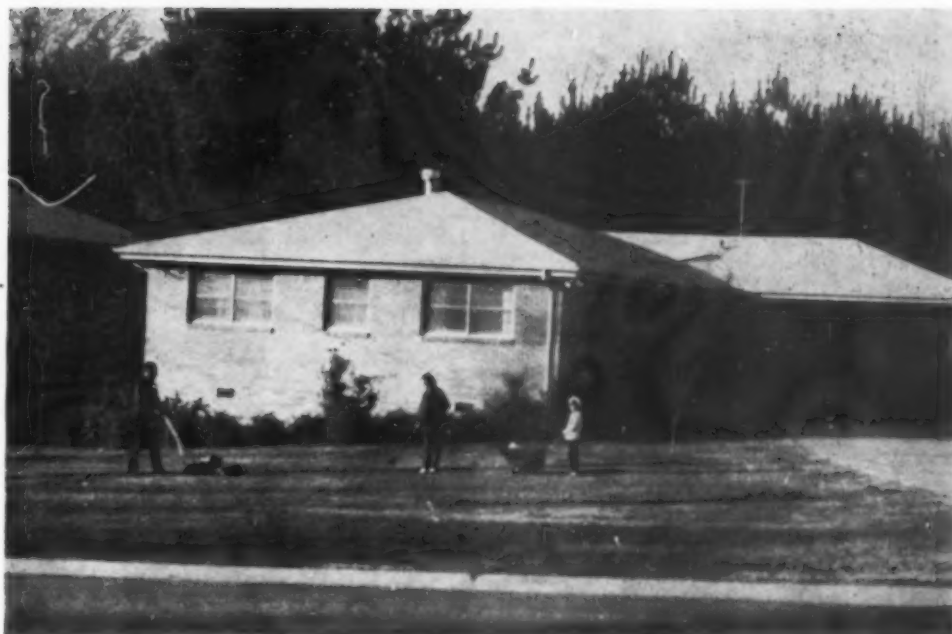
(Continued on page 74)



A spring-summer catalog brings an enthusiastic response, with the garden shop particularly profiting. Customers



flock in to buy many of the specials which are promoted as well as to fill their regular needs in garden supplies



It's a Family Affair!

THROUGHOUT this sunny Southland the chore that once was yard work has become a labor of love for many a prideful Southerner. The continuing expansion in home-ownership, combined with an enthusiastic (and economically inspired) do-it-yourself trend, has added an almost limitless potential to the hardware dealer's market for garden tools, equipment and supplies.

No longer is grass cutting merely a mournful week-end task for the head of the house. Every conceivable kind of power equipment has taken the pain out of that job. No longer do the ladies grub into flower beds with a handful of inadequate and understrength tools. Available for their use is a variety of tools of all shapes and sizes and there are gloves that fit and save the hands as well!

The leaf problem is no longer something to be feared by the youngsters. Effective broom rakes

shorten a once lengthy job, and for those who want maximum mechanization there is always that wonderful time-saver, the lawn sweeper.

Neither is all this special effort expended spasmodically and without purpose. There's a real objective—the prideful results of home beautification that brings out the whole family to work together for something all will enjoy. In short, it's a family affair—and one that the alert and aggressive hardware dealer can make the most of.

Gardening time is a near year-'round activity through much of the South. And it can be a near year-'round market for dealers who are prepared to supply their customers—at all times—with the variety of products they will need.

Articles which follow in this special section highlight the sales opportunities which still await southern hardware retailers.



Lawn and Garden Supplies

... an expanding market for retailers

NO LINE presently handled by the typical southern hardware retailer is more important than lawn and garden tools, equipment, and supplies. And no other line has still greater sales potential for southern dealers.

The reasons are made clear in the results of an extensive market study conducted recently by SOUTHERN HARDWARE. This study was based on a comprehensive survey of several thousand retail hardware dealers in the South and Southwest.

Long Sales Season

While the products comprising this line are considered seasonal in nature, few, if any lines handled by dealers in most areas of the South have so long a sales season. Consequently, these items are a major source of profits throughout much of year for many southern dealers.

In their replies to the survey questions it is apparent that southern dealers have made the most of this opportunity for near year-round sales. Survey results show

Southern Hardware TRADE SURVEY

that for the average dealer, sales in this line account for \$9976 annually. Dealer inventories of lawn and garden supplies generally offer a varied selection of merchandise, expanded from season to season as many new products are introduced to fill the needs of the do-it-yourself home gardeners. Separate departments or at least distinct sections are provided by most dealers.

What about the length of this sales season? With a mild climate and consequently a long growing season prevailing in most southern areas, a majority of dealers—60%—reported that sales seasons on these products extend from six months to a full year.

This impressive percentage accurately reflects the southern market for these products, for in

conducting the survey effort was made to gather representative figures. To obtain a realistic cross section of the retail hardware industry down South questionnaires were sent to dealers in cities and towns of all size in each southern state.

The survey results are based on the answers of dealers in the rural areas as well as those in medium size towns and metropolitan centers.

Average Sales High

Because of this broad cross section, average dealer sales of this line of merchandise are all the more notable. As might be expected annual sales of these products reported by participating dealers are in a wide range—from \$500 to as high as \$63,000. But for the typical southern hardware wholesaler annual sales of lawn and garden tools, equipment and supplies amount to \$9976.

In this market study dealers were asked to indicate the various lines currently in inventory. The

Sales of lawn and garden equipment and supplies by the typical southern dealer account for nearly \$10,000 annually

replies here showed that such basic tools as rakes, hoes, and shovels are virtually staple items while a large majority of dealers carry such products as hose, lawn mowers, shears, wheelbarrows, insecticides and sprayers.

The box accompanying this article shows the major items being handled by southern dealers and the percentage of stores stocking each product.

Major Share of Volume

To determine the product or groups of products which account for a major share of volume in this line dealers were asked to list the items on which their sales are heaviest. A past survey by this publication showed that lawn-mowers are the big volume producers. In the current survey, 60% of the participating dealers listed lawn mowers (all types). Garden tools were mentioned by 23%, while garden hose was listed by 19%. Another 17% indicated seed, 16% mentioned fertilizer, and 6% listed insecticides. A smaller percentage in each instance mentioned garden tractors, garden tillers, sprayers, sprinklers, wheelbarrows, and barbecue grills.

Power Mowers Lead

Among those dealers who listed lawn mowers in answer to this question, 67% specifically mentioned "power mowers." Of those dealers who listed garden hose as a sales leader, 30% referred to the plastic type while 10% listed rubber hose.

The length of the sales season for lawn and garden supplies offers southern dealers a unique opportunity for near year-'round profits. There is virtually no end to the growing season down South, and the do-it-yourself gardeners, consequently, have a continuing occupation.

With the further development of the cool season grasses, for ex-

Products Covered in Survey	
(showing percentage of reporting dealers handling each)	
Plastic Garden Hose.....	100%
Rakes	100
Hoes	100
Shovels	100
Forks	100
Grass Shears	100
Hedge Shears	99
Spades	98
Pruning Shears	98
Lawn Sprinklers.....	98
Rotary Power Mowers	97
Trowel	97
Wheelbarrow	96
Rubber Garden Hose	95
Hand Sprayer	92
Garden Gloves	85
Hand Sickle	84
Insecticides	84
Hand Lawn Mowers.....	83%
Barbecue Grills	83
Garden Cart	82
Lawn Edgers	78
Hand Cultivator	73
Soil Soaker	73
Fertilizer Spreader....	70
Fertilizer	69
Seed	63
Seed Spreader	44
Reel Type Power Mower	34
Garden Cultivators ..	31
Garden Tillers	29
Lawn Roller	29
Garden Tractor	28
Lawn Sweeper	23
Power Sprayer	21
Other Garden Tools	65

ample, many southerners have both summer and winter lawns, which, in turn, have led to the development of the 12 month market for mowers and fertilizer, seed and hand tools.

The extent to which southern dealers have capitalized on this market is clearly evident in the

fact that 60% of the participating dealers report a sales season ranging from 6 months to a full year. For an additional 26% this merchandise is sold in a four to five month period. In all, only 13% of the dealers surveyed in this market study have a sales season of less than three months.

The Market Expands for Wholesalers

With a sales season on lawn and garden supplies extending through much of the year, annual sales for the typical Southern hardware wholesaler exceed 10%

Southern Hardware TRADE SURVEY

A FAVORABLE climate and long growing season have enabled Southern hardware wholesalers to develop lawn and garden tools, equipment and supplies into an important volume line with sales for the typical house extending through much of the year.

The nature of the southern market for the many products comprising this line was again underscored in the results of a com-

prehensive survey conducted recently by SOUTHERN HARDWARE among a large number of wholesalers throughout the southern and southwestern states.

Though generally considered a seasonal line of merchandise, the products in this category have a sales season of eight months or more for a majority of the houses participating in this market study—good evidence of the important

place this line has in the operations of southern wholesalers.

The importance of the line naturally varies in the different houses, survey replies indicating that total annual sales of lawn and garden supplies range from three to as high as 30 percent.

An average of these returns however, shows that for the typical southern hardware wholesaler
(Continued on page 74)

Products Covered in Survey

(showing percentages of reporting wholesalers handling each)

Rotary Power Mower	100%	Trowel	96%	Reel Type Mowers	71%
Rubber Garden Hose	100%	Wheelbarrow	96%	Lawn Sweeper	69%
Plastic Garden Hose	100%	Hand Lawnmower	96%	Seed Spreader	61%
Lawn Sprinkler	100%	Hand Sprayer	96%	Insecticides	61%
Rake	100%	Hand Cultivator	94%	Power Sprayer	59%
Hoe	100%	Garden Cart	94%	Garden Cultivators	58%
Shovel	100%	Lawn Edgers	92%	Lawn Roller	39%
Spade	100%	Fertilizer Spreader	90%	Garden Tractors	36%
Fork	100%	Barbecue Grills	90%	Garden Tillers	35%
Grass Shears	100%	Soil Soaker	85%	Fertilizer	31%
Hedge Shears	98%	Hand Sickle	79%	Seed	11%
Pruning Shears	98%	Garden Gloves	74%	Other Tools	56%

The Sales Outlook for Power Mowers

By Allen W. Greene

Vice-President and General Manager,
Moto-Mower, Inc.



FOR THE past several years the power mower business has been one of the fastest growing industries in the country — rising from sales of slightly over 100,000 units in 1946 to over a million units in 1950, and during the past two years to a volume in excess of three million units per year. While other industries felt a decided drop-off in sales during last year's depressive cycle, the power mower industry continued to hold its own with practically no reduction in unit sales.

Part of this is due to the industry's being so new that the percentage of saturation is still well below that of other consumer durable goods. Moreover, thanks to the rapid expansion in residential building that has been keeping new housing starts at a high peak, the trend toward suburban living with larger lawns, and the increasing pride in ownership of the suburban dweller, the future outlook for power mowers continues to be optimistic. We will have more time for recreation, and more desire for labor-saving equipment. Today the power mower is outselling the hand mower by 500 to 600 percent.

Power mowers initially were sold by specialty dealers handling on-

ly power equipment. After World War II, however, the hardware retailer came into his own, becoming the biggest factor in the power mower market. The hardware store was the natural place for a customer to shop for a power mower, which falls into the category between a garden-and-lawn tool and a home appliance.

The lush days for power mower sales by the hardware retailer passed when cheaper mowers entered the market, with an increasing number being sold by department stores, chain stores, and catalog houses. Today, the hardware retailer and other stores of a similar type represent only one-third of the annual sales, compared with almost 75% in 1950. This loss of business can be traced primarily to an attempt to follow the leader on the part of many retailers by sell-

ing lower-priced merchandise, instead of maintaining their position as leaders in the quality field.

In the last two or three years, although quality-mower volume has continued to hold its own, the greatly increased volume in mower distribution has come in the main from lower-priced units, sold primarily by the larger outlets. In addition, there has been a trend toward mowers in the 21-inch, 22-inch and 24-inch and even larger sizes. It is felt now, however, that 24-inch and 25-inch push mowers sizes are just too large and cumbersome for the average home-owner to handle. As a result, there appears to be increased interest in the 21-inch and 22-inch sizes. We may have reached a leveling off point where customers will demand a mower that is best suited

(Continued on page 78)

**How Can the Retailer
Boost Power Mower Sales?
Here Are Author Greene's
Eight "Sales-Clad" Rules:**



..... eight rules guaranteed

1. Select your line with care. Do not stock more than one line of mowers, or at the most, two. Too many lines will only confuse your sales people and your customers. There are several outstanding lines on the market today any one of which offers you a complete home-owner's selection, from the most inexpensive to the most deluxe models.

Be certain you are purchasing your mowers from a reputable company—one with a history of success in the merchandising field that will assure you of its being in business for years to come, not only with a continuing line of products, but with a service program to back up your sales. This is of the utmost importance, because a power mower is one of the few, or possibly the only, item you sell with a fractional-horsepower engine that will be subject to future service needs in the same way your automobile requires periodic service.

In choosing a quality product you should carefully compare features, styling, and construction of the unit, and the program that is available to help you sell it. Manufacturers of most quality units provide a program with many selling aids. Such a program is likely to include some or all of the following: (1) national advertising to make your customer aware of the product; (2) a local co-op advertising program to enable you to bring the selling message to your local area; (3) assistance in telephone identification; (4) sales assistance from distributor salesman; and (5) a multitude of point-of-sale advertising aids. Such aids as window banners, pennant streamers, wall posters, floor displays, handle cards and consumer mailing folders are furnished for your use when you handle a quality line of merchandise. The manufacturer usually has taken great pains to provide a program that will enable you to sell quality against price competition in your area.

2. Know your product. After you have chosen the line you're going to sell, you must learn all you can about the product, for in selling a quality product you must know the quality that the product offers. Failure to do this has been one of the most serious omissions of the hardware retailer. Merchandise, regardless of how good it is, doesn't sell itself. You must do a selling job; and you can do this only by knowing every feature—and the entire quality story that backs your product.

3. Advertise your product. In building interest in your power mower line, you will do well to consider local tie-in advertising as a main part of your program. Those dealers who have been successful in merchandising quality products find that a local advertising expenditure of two to four percent is not excessive in relation to the returns achieved. Part of this advertising cost often can be offset by assistance from the manufacturer's co-op program. Free ad mats are generally furnished, as well as numerous other aids for doing a more effective local advertising job.

Many dealers have undertaken direct-mail postcard campaigns with notable success. Door-to-door circulars and envelope stuffers also help to remind your customers that you are handling the best power mowers in the area. Quite often a manufacturer will offer a television or radio program tied in with a group of dealers in a large trading area. These programs have been especially effective in creating consumer interest and building floor traffic in the dealer's store.

4. Display your product. The next step is to create the proper selling atmosphere for a quality product in and around your store itself. When room is available, many successful dealers display merchandise in front of their stores, and in sufficient quantity to create the impression that they are the local power mower headquarters, and that the sale of a power mower is of utmost importance to them. On the other hand, the display of one solitary unit is apt to leave the impression with the customer that here is a store where power mower sales are the exception rather than the rule. The customer naturally prefers to buy from a dealer who appears to know what he is selling and has been successful in selling it in the past.

Your internal store display should feature the power mower either on a stand, where the customer can closely scrutinize the unit without stooping, or with the units arranged in a natural atmosphere including such things as a grass mat, white picket fence, etc. Any shopworn or weatherbeaten merchandise should be immediately removed from the display area. Your merchandise must continuously look tempting and inviting and in factory "A-1" condition. And be sure to include any point-of-sale cards that are furnished with a quality piece of merchandise, since they arouse the customer's curiosity, and do a certain amount of self-selling.

to increase power mower profits

5. Apply strategy to your personal selling.

Every dealer should be aware of the proper approach in selling a power mower. Certainly a customer should not be kept waiting. He should be encouraged to talk freely about what he has in mind in the way of a power mower purchase. Make it your business to find out his requirements. Quite often this initial conversation will reveal this. If not, ask about the size of his lawn, the type of grass and the type of terrain. By this personalized approach, you will indicate your interest in his problem, and you will insure that the type of merchandise you offer will take care of his needs. Most people really want quality merchandise. They fail to buy it only when the dealer neglects to point out the advantages of such equipment.

Don't talk to the customer in terms of the amount he has to spend, but rather talk in terms of his own needs. Quality merchandise is not sold by talking of the product itself, but rather of what the product can do for the customer.

A sound approach is to start with your medium-priced merchandise, pointing out the features such a unit offers. You should then immediately proceed into a "trade-up" sales discussion of your higher-priced merchandise, which can offer the customer so much more at so little added cost.

Always make sure that you give your customer the choice between two models, rather than between one model and nothing.

Always attempt to phrase your questions in such a manner that you receive a "yes" answer. Many sales are killed when a dealer makes a negative approach that provides the customer an easy way to give a negative answer.

6. Demonstrate your product. At this point, a demonstration is generally a sure sales clincher. But unfortunately many retailers do not have an area to provide proper demonstration. To overcome this difficulty many dealers now hire high school students after school hours to drop a mower off at a customer's home, demonstrate it, and close the sale on the spot. In nine out of ten cases, a demonstration of this type on a door-to-door program will make a sale. Where a demonstration is not possible, attempt to have the customer put his hands on the handle and work the controls so he can size up the unit by feeling it, rather than by merely looking.

7. Offer credit terms. You should have some form of easy down payment plan you can offer at this point, since today's successful selling demands a local credit program. Many dealers have such a program of their own, or offer a program through a local finance or banking concern. This has been the biggest selling tool of the department store, the chain store and the mail-order house. The progressive independent retailer cannot afford to overlook it.

8. Complete the sale. Never sell a mower in the box. Set up the unit, check it over, make certain it has been gassed and oiled, make the customer aware of the operating manual, and point out the best manner for safe and easy operation. Far too many sales are lost because the customer, when he gets the unit home, finds he cannot operate it properly, or in some way abuses it. This won't happen if you take the time to give him the answers when you make the sale.

*quality merchandise
and real service
will win
the price war*

New Horizons in Garden Tool Selling



By John T. Mains

Vice-President, Sales
Union Fork & Hoe Co.

EVERY HARDWAREMAN worth his salt is always interested in "what's new." And when it comes to the garden tool business, what's new is one of the biggest changes—and profit-making opportunities—the Southern hardware trade has ever seen.

Not too many years ago, the Southern hardware merchant was geared to an economic condition that put certain limits on what he bought, what he could sell, and how much he could get for it. It used to be that the first order of business in starting the old economic cycle was to outfit the mule to get in the crop—a cotton collar, a back band, a set of trace chains, and cotton lines. Next came the cotton hoe, with a file to keep it

sharpened. All these things were must items, and the cheaper, the better.

Farm tools were also garden tools in most instances. Other related items such as now go to make up the vast category of garden supplies were in limited demand both in the metropolitan and rural areas as well. This economic condition did not lend itself to what we now know as modern selling methods.

This old restrictive economic condition has changed. The change has been so rapid that most hardware merchants have found it difficult to change their merchandising methods fast enough to accommodate and take advantage of the new order of things.

Where the trend in farming, and especially cotton growing, has been toward mechanization and the more intensive cultivation of fewer acres, the trend in home gardening has been exactly the opposite. In the Southland, the continuing growth of new families, new homes and home gardening activity has been revolutionary. A short time ago, the editor of one of the country's leading home-building magazines pointed out that the South has led the nation in new homes under construction every month since October, 1956.

In the year just ended, the South's 338,500 new homes have outnumbered the booming West's by over 81,000, the prosperous North-Central states by 60,000, the Northeast's by 137,500. And this explosive growth has been going on ever since World War II ended.

In all the South's small towns, and the suburbs of its great cities, people are spreading out, putting their new prosperity and increased leisure into more spacious living and the active beautification of their home surroundings. And the end is not nearly in sight. Pride of



Garden equipment and supplies can be merchandised most effectively in a garden center in which displays of related products prompt a customer to fill all of his gardening needs

ownership in the thousands upon thousands of new homes has been a vast stimulus toward home beautification. Garden clubs are operating by the thousands, and rural communities are just as active with their garden clubs as in the larger cities. Home gardening today has become both a hobby and a form of recreational activity with millions of people. A huge new market for the hardware dealer has resulted.

Today, home gardening is such big business that the average hardware dealer does 12% to 13% of his entire business volume in garden supplies, and a little more than half of this volume (about 7%) is done in lawn and garden tools and lawn-mowers.

There's still a market for farm tools, of course, but an even bigger one for lawn and garden tools if the dealer will just give his buying public a real good chance to buy them. And in addition to tools, power mowers, spreaders, garden carts, seeds, plant food, fertilizer, insecticides, shears, clippers, hose, sprayers, and garden gloves, are only a few of the hundreds of items in this broadening field. The most exciting fact to add to this is that

any alert dealer can easily cash in on these opportunities by using well-known retailing principles in his selling of lawn and garden tools.

(1) *Up-date your stock:* Traditionally, many of the tools used for home gardening in the South have been of the heavier field patterns. Now, with more and more do-it-yourself families working around their own homes, and enjoying it, there is a big new market for modern, light lawn and garden tools—and in many new and different patterns.

Women constitute a heavy percentage of the potential buyers for garden supplies. You see husbands,

wives, and children too, using garden tools today. So offer them the choice of a spading fork and light garden shovel as well as a heavy spade, a light floral hoe as well as a heavy mattock, a light grass trimmer as well as a heavy weed cutter, a light broom rake along with the traditional light bow and level head patterns. The woman buyer wants and will buy quality and will buy the item that is new and easy for her to use. Many Southern dealers have been astonished at the number of these light tools that they can sell—and the profit that they make as a result.

(2) *Better display:* "We found
(Continued on page 83)

A Huge New Market

"In all the South's small towns, and the suburbs of its cities, people are spreading out, putting their new prosperity and increased leisure into more spacious living and the active beautification of their home surroundings. . . . Home gardening today has become both a hobby and a form of recreational activity with millions of people. A huge new market for dealers has resulted."

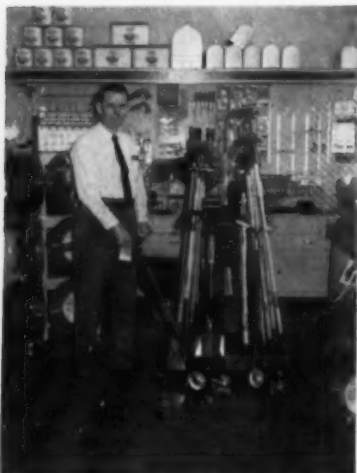
Sales Target: Garden Clubs

By Richard Lane

Through an active interest in civic improvements, this dealer sees both his community and his store prosper



Among Joe Helms' best garden and lawn supply customers are members of local garden clubs. Helms works on community beautification projects and in garden clubs. Here he helps a customer select insecticide from his large stock



Helms caters to a large suburban area where garden tools are much in demand. Here he demonstrates a lawnmower from his stock



These garden tools displayed neatly on peg boards indicate how conveniently merchandise is arranged at this Whitehaven, Tennessee, store

DESPITE the competition of seed houses, chain and department stores, garden and lawn supplies can soon grow into a major department for those hardware dealers determined to cultivate garden and beautification clubs and new home-owners moving into their community or neighborhood.

A striking example is offered by Joe Helms Hardware of Whitehaven, Tennessee, a Memphis suburb. Helms probably works closer with garden and beautification groups than any other hardware dealer in the Memphis area. And his sales reflect it.

In the retail hardware field only three years, Helms has quickly built a reputation for garden and lawn supplies. It's been a big factor in increasing store traffic, especially women customers, and boosting sales in other departments as well.

Although he may be considered a newcomer to the retail field, Helms is no Johnny-come-lately in hardware. He was with the Memphis wholesale hardware concern of Orgill Bros. & Co. for 23 years—buying and selling—before going into business for himself. Many of the successful ideas he now uses came to him during the years he called upon Memphis retail accounts as a wholesale salesman.

Like many wholesale salesmen, he long had dreamed of a store of his own. Then when the right opportunity in a good location beckoned, Helms leaped. By pure coincidence, it was on leap year day—Feb. 29, 1956.

Just as Helms is convinced that a dealer "must buy right and sell right to succeed," he also is sure friendships have much to do with success in business. He advises hardware dealers—especially those

in suburban areas or well defined neighborhood communities — to take an active interest in civic beautification and service.

In three years the friendly Helms has become one of Whitehaven's hardest working and best liked citizens. When he started in business at Whitehaven, a community of 10,000 about 10 miles south of Memphis, Helms went all the way.

He sold his Memphis home, bought another one in Whitehaven, joined practically every service and civic organization in the highly progressive community and promptly began lending a big helping hand. He is a member of the Kiwanis Club, Booster Club, the advisory board of the Whitehaven Beautification Council, and an untiring worker with Boy Scouts. Helms has been identified with Scouting 33 years. The highly prized Silver Beaver Award hanging on his office wall attests to that long service.

Garden clubs are numerous and strong at Whitehaven. Many of their members are among Helms' best customers. As one of three men on the advisory board of the Beautification Council, he has good contacts with garden club members. He is a leader in the community's annual clean-up, paint-up, fix-up campaign. His efforts in behalf of civic beautification have brought him many friends, good garden and lawn customers and—equally important—a warm feeling of personal satisfaction.

Helms' beautification efforts are appreciated by youngsters as well as by their parents. Last spring the Whitehaven school paper paid tribute to his efforts with an article on his garden supplies and work with beautification groups in improving the highway approaches to Whitehaven.

Helms maintains a well-stocked garden and lawn department. He has it up front where every customer can see it. The department includes hand and garden tools, gloves, pruning and grass shears, a line of insecticides, flower, lawn and vegetable seeds, hose and sprinklers, fertilizers, fencing,



The store has a reputation for a complete stock: its garden and lawn supplies department is considered a major one. Salesman Eugene Guthrie is shown as he arranges a display of shears and garden hose

mowers, edgers and other lawn accessories.

While maintaining a large stock, Helms also keeps an up-to-date wholesaler catalog and sells out of it. He recommends such use by other dealers, emphasizes its value for reference and the buying of special items that normally wouldn't be stocked by the dealer. Helms' store is only minutes away from his wholesaler's warehouse, and that enables him to give fast service on any out-of-stock item.

Last year, Helms turned over his

store's inventory three times—which he considers very good for a dealer in business only three years. His location has been an important asset. The store, completely remodeled and decorated by Helms when he bought out another dealer, has a drug store on one side and a medical clinic on the other side. Street traffic, naturally, is heavy. Helms capitalizes on that traffic by maintaining attractive window displays. He offers off-street parking facilities. His build-

(Continued on page 55)



Helms keeps fertilizers up front near the door, arranged in simple and orderly fashion so that the customer can see all stock for quick selection



Insecticides, compactly displayed on this glass shelf fixture, account for a large part of the volume in Buffalo Hardware's garden supplies department

Occupying only 7½ percent of display space, garden supplies produce more than ten percent of store's volume

By Baron Creager
Southwestern Editor

BY THIS time, the large stock of insecticides are back on display in their usual prominent position, drawing customers for the Buffalo Hardware Co., Ltd., in Houston's Avalon Shopping Center.

In this store there is a big volume in insecticides, and except for the fact that their display space is needed for decorations at Christmas, they would be year-round items.

"We use that glass shelf display for our Christmas lights during the holiday shopping season," explained J. R. Brown, manager and partner.

"But insecticides are so active for us that on the day after Christmas we remove the remainder of the Christmas lights and restore insecticides to their usual position."

Brown added up the space used for the display of insecticides and all other items in the garden tool and supply category, and found it amounted to 218 square feet. For display and sales purposes, this

store is 40' x 70', for a total of 2,800 square feet. Therefore, space occupied by garden tools and supplies amounts to about 7½ percent, yet these lines produce more than 10 percent of annual storewide volume.

"The activity of this line in our store causes us to schedule bookings on insecticides just as we do with lawn mowers, garden hose, and other items in the category of garden tools and supplies," continued Brown.

He pointed out that selling insecticides is much different from selling many other hardware items. "Fifty percent of the customers know what they want and how to use the product; the other 50 percent do not. To give the proper advice and sell the right item for a purpose, one must keep abreast of developments in the field, since new chemical treatments are constantly coming on the market. A basic knowledge of the foliage of the area is important too.

Limited Space Yields

"However, factories usually supply sufficient directions and, if we run into difficulty, we find that our local wholesalers can give us expert assistance."

Inventory in the gardening supplies lines amounts to \$5,000 at the season's peak, but is allowed to decline to about \$2,000 during winter months. It would not be good business to let the inventory go below the latter figure in winter, said Brown. In Houston there is a demand for tools and garden supplies around the calendar. This, of course, does not apply to all hardware retailers in the area. Brown's Buffalo Hardware is located at the edge of the River Oaks district, an upper class residential development, where pride of ownership constantly asserts itself.

"It is my belief that we have been getting our share of the business," commented Brown, "even though the home-owners of the territory have a choice of five hardware stores within a radius of 1½ miles.

"So far, we have not been forced into an annual and substantial budget for advertising and promotion. Our policies of buying, pricing, and our prompt delivery, along with our general policy of doing business, seem to draw and hold customers. But one Houston newspaper has developed a neighborhood edition, which eliminates waste circulation for the area re-



J. R. Brown, right, manager and partner, discusses item with Salesman Fernin Herrea. In photo at right is shown a portion of the complete stock of tools. Lighter tools are grouped here



Big Volume on Insecticides

tailor, and we propose to use these pages regularly."

Brown, manager and partner of Buffalo Hardware since 1946, said he did not want to appear to be boasting of his store's reputation, and reluctantly cited an illustration of how his business policies influence customers.

"One customer came to me," he related, "and told of overhearing

a conversation in which Buffalo Hardware was being discussed. One of those in the conversation was giving his reasons for trading here. He explained to his friends that he knew he could buy elsewhere for less money. But he added that here he gets good service, there are no questions about returned goods and the true value is in every item stocked."

Like most dealers, Buffalo Hardware takes a competitive position on fertilizers in season. On all other items in the garden tool and supplies line, the store takes a full profit.

Big ticket items, such as lawn mowers, can be bought on a paper basis, with the paper being sold to a bank. But the plan is not made available on small purchases.



Lawn mowers, wheel barrows, and lawn trucks are grouped at the front of the store, just inside one of two entrances

What a difference a year makes . . .

More Models Bring Doubled



Demonstrations of this easy-to-operate riding mower, either in store or on prospective buyer's lawn, have helped to boost mower sales

By Ruel McDaniel

The company now stocks three major mower lines, two of which feature self-propelled and riding units. After the department stocked the new merchandise, the office mailed out 15,000 copies of a folder supplied by the manufacturer of the riding mower unit, as the initial effort in launching the gardening season. This went to the store's 5,000 charge account customers and to 10,000 others whose names are in the direct-mail advertising files. Envelopes for the folder were imprinted on the store's own addressing machine.

This direct-mail effort and newspaper advertising created a spurt of interest in gardening supplies in general and particularly in mowers, and floor arrangement and suggestive selling carried sales through to a record \$110,000.

The company is strong on demonstrations as sales stimulators. Any prospect who shows a genuine interest in a lawn mower, and especially in one of the larger models, is told that a service man will gladly bring a unit out and demonstrate it for him on his own lawn. Also, units are on the sales floor for simulated demonstration purposes.

"One thing we have noticed this year," Gosnell said, "is that more women are buying lawn mowers than ever before. And they are interested almost entirely in the self-propelled and riding models."

When the department sells a power mower, a service man delivers it, rather than the regular delivery man. He does this so that he may talk to the person who will use it, and show him exactly how to operate the unit and how to take care of it.

"In the past we have had a lot

BY ADDING new lines of larger lawn mowers and more closely coordinating the sales tie-in between lawn mowers and other garden supplies, Southland Hardware Co., Houston, Texas, doubled its lawn mower and garden supply volume in 1958 over the same period a year before.

Near the lawn mower displays, for instance, are the displays of water hose, gardening tools, plant foods, insecticides, and fertilizers, so that the salesmen may switch the customer to these units as soon as the mower sale has been closed. This has added materially to the increase in volume, which was calculated to be about \$110,000 for 1958.

This rise in volume for the

gardening department is particularly significant, according to Chester Gosnell, owner, in the face of an over-all volume decline for the remainder of the store compared to the previous year.

"About 75 percent of our increase in lawn mower sales came as a result of our adding two new lines to give us a wide selection of rider and self-propelled units," Gosnell said. Thus the department's record presents a business paradox: in spite of a tightening of spending, mower buyers are willing to pay more in order to lighten the job of lawnmowing. One answer may be, Gosnell suggested, that more people this year are mowing their own lawns rather than hiring someone to do it.

Mower Sales

Greater emphasis on sales of big ticket products and allied merchandise is credited with increasing volume

of trouble with service, mainly because somebody who didn't know a thing about the mower would start tinkering with it and really mess it up," Gosnell explained. "By sending a service man out to show someone how to operate the unit, we have been able to reduce drastically the number of service calls."

The service man explains the functioning of each vital part of the machine, and shows him what adjustments he may touch and which to let alone. He explains how power is driven from the power unit to the cutting units and what he can safely do and what he should not do in adjusting the power-plant and the rest of the unit.

"A little on-the-spot education goes a long way toward insuring satisfactory service from these

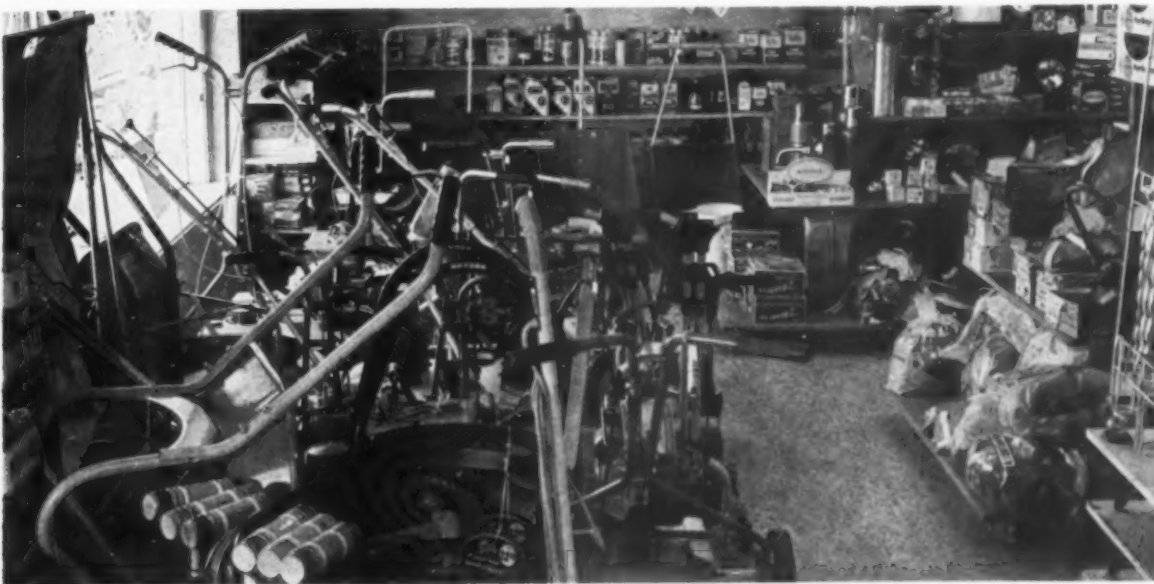
larger mowers and in cutting down the number of service calls," Gosnell stressed. "This is particularly true in cases where a yard man is to use the mower—and also in cases of women using them. The yard man, however, is more inclined to try to fix the unit and thereby mess it up, than the woman user."

Another factor that added to the increase in mower sales in 1958, Gosnell said, is the more competitive price range available in the department now, with three lines from which to choose. "We were losing sales by not being able to compete with large-advertising chain stores," he explained.

The company once maintained its own service department for lawn mowers and other equipment needing servicing. Sometime ago it
(Continued on page 87)



A wide selection of power lawn mowers is basis of profitable gardening section, where volume has doubled in 12 months



Neat insecticide section helps bring customers to garden department, and adds to size of sales

Their Sales Plan *wins the home-owner*

For sizable sales in gardening supplies, a dealer must know his trading area and the needs of his customers

By B. Miller

ABSOLUTELY the first requirement of any hardware dealer wanting success in garden supplies is to know his area. The kind of stock, quantity, and needs of the individual home-owners must be based on a knowledge of his trading area."

This is the advice of Richard R. Hinkle, buyer and store manager of McLean Hardware in McLean, Virginia, a high-income area of growing suburban population.

Hinkle illustrated in a number of ways. McLean Hardware stresses quality tools, a complete line in depth as well as variety; an individual approach to each customer to learn precisely what he is going to do with the seeds or tools he is purchasing, so as to be able to give him helpful instructions; and a thorough knowledge of the garden supplies market as well as gardening.

Devoting 14' x 14' to the garden shop, and 35' x 14' to the warehouse, McLean Hardware carries bulk and package seeds, chemicals, insecticides, tools, and power mowers. Their merchandising practices result in 3½ turns in garden supplies a season.

Before a dealer stocks items he should have a thorough knowledge of his trading area regarding income level, standard of living, and how much home-owners can put into their gardens, homes, and non-necessities, according to Hinkle.

"We question a customer thoroughly when he purchases even a shovel. There is a great variety of



McLean Hardware makes every effort to help the customer buy the item best suited for the job. Manager R. R. Hinkle discusses tool with a customer

shovels and each can handle a job more efficiently if it is the right one for the right job. We ask to what purpose the shovel is going to be put, and what job the customer has in mind. This helps the buyer get the right tool the first time."

The same is true of soil chemicals or fertilizer purchases. The amount of land the customer has, the quantity he plans to use per square foot, the reason for putting down fertilizer at this particular time are all questions asked by interested McLean salesmen. Every aspect of the purchase is gone into

to make certain the customer is buying the item he really wants, in the proper quantity, at the right time, and for the right purpose.

Specials are a feature of this garden supply department, but only one is offered a season, usually at the beginning, when leaf rakes, shovels, wheelbarrows and garden carts are offered at a savings of \$1 or \$2.

"Specials," added Hinkle, "increase traffic, get the community to know about our garden supplies, know-how, and services such as free pick-up and delivery and free loan of fertilizer spreaders

and lawn rollers with purchases of grass seed. But there is only one special a season, because more would inflate our inventory with cheap merchandise, and we stress quality."

Starting their garden supplies buying in October, McLean Hardware moves its garden supplies into position in the garden shop and in front of the store by February 1. Promotion is modest, consisting only of an advertisement from time to time in the weekly newspaper and the distribution of 1,800 flyers on various items at the beginning of the season.

"Our most effective promotion is in personal contact, pin-pointing the customer's individual problem, and making available to him our best knowledge, quality tools and garden supplies for a satisfactory job," Hinkle stated.

A shelf of reference books on gardening is available to both personnel and customers, and literature is on hand to distribute to customers. "But literature is a supplement to, not a substitute for, our verbal explanations," continued Hinkle.

Credit is not a vital factor in increasing sales in this high-income North Virginia area. Accounts are on a 30-60-90-day payment plan. In a few rare cases of large purchases, such as a power mower, payments may be extended beyond 90 days. Credit is carefully investigated in all cases, and if approved, a small carrying charge is added. Handling their own paper on these few lengthy accounts McLean has, to date, encountered no difficulty with collections.

Power mowers are demonstrated on a neighbor's lawn, and are also taken to a prospect's yard for a half-hour demonstration and instruction in features and operation. Sidewalk displays and local advertising help sell the five or six power mowers sold in a season.

McLean accepts trade-ins on new power mowers, but since they do not operate a shop of their own, all mower sharpening and repairs are farmed out to a local shop. No investment is put into used equipment, which is sold for whatever it will bring.

"A mower is an item needed on the spot in season. We do not delay its sale by sending it out for reconditioning. If we make a few dollars on it, fine. We often break



The garden supplies department brings home-owners back to inquire about other items for the home. Paint is the topic of conversation here

even on its resale," commented Hinkle.

Hinkle makes notes on his invoices during season as guides for future buying. Buying for garden supplies is started in October and continues through December as he starts off with tools, power and hand mowers.

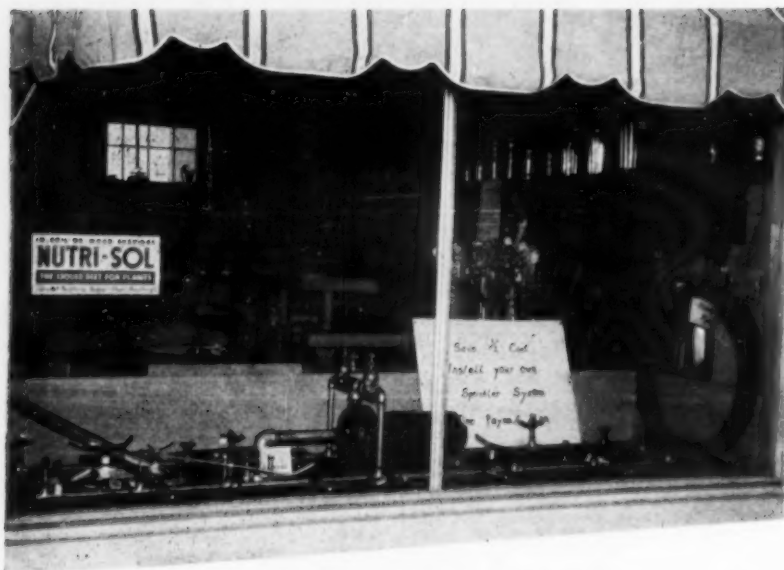
"And here's where your constant questioning of the gardening customers comes in handy. If you know what the public wants, you

are keeping up in current trends. If you know your garden supplies market, and insist on quality and name-brand merchandise wanted by your trade, you're moving in the right direction toward a steadily increasing volume," said Hinkle.

Salesmen of the McLean Hardware garden supplies department are all local residents with gardens and homes of their own. They
(Continued on page 87)



A customer is shown how to handle a power mower after a demonstration on a nearby lawn. Demonstration will be given on prospect's lawn if requested



This completely set up display, economical operation, and easy, do-it-yourself installation sell this lawn sprinkling system

By Virgil Price

Lawn Sprinkler Systems *spur year-'round sales*

KEEPING their lawn green and growing is a year-'round problem with most Floridians. And, in some cases, such as St. Augustine grass, a Sunshine State favorite, a continuous supply of water is a must for a growing, healthy lawn.

Dickerson Hardware Co., Tampa, Fla., makes a profitable business of supplying lawn sprinkler equipment to Bay area home-owners every month of the year.

Dickerson keeps on hand a complete supply of lawn watering equipment, from pump to sprinkler head, and advertises this fact with an excellent permanent window display, which attracts the customer who wants to install his own system at a savings.

William R. Dickerson, who with his wife, Mary, operates the 20-year-old hardware firm, confessed that he occasionally has to "rob" his window display to meet customer's needs. But, he added, the removed part is replaced as soon as possible.

Dickerson Hardware advertises in its area's community newspaper, stressing the same theme used in the window display and handbills: that a customer can "save half the cost" by installing his own lawn sprinkler system. If a buyer wishes, however, the firm will do the work of laying out the sprinkler system and threading the pipe.

They will also finance the cost of

Creating a new source of profits for Florida dealer are sales and installations of lawn sprinkler systems



The features of a "butterfly" sprinkler head are explained to a customer by Mrs. William R. Dickerson, who assists her husband on the sales floor



Manager William R. Dickerson stands beside the neat bins which contain nipples for use in sprinkler system installations. Each bin is clearly labeled as to size and price



Here Dickerson begins a demonstration of the machine he uses to cut and thread pipe for those customers who will install their own lawn sprinkler systems

installing the system, in most cases handling the financing themselves.

Having a private pump and sprinkler system in Tampa is not just a luxury: it is almost a financial necessity. Like most growing cities, Tampa is being faced with the problems of expansion. New sewer lines are being laid in many areas of the city, and, although the city makes an allowance for lawn watering upon application by the home-owner, the coming of the sewer still means a great increase in one's monthly water bill. A home pump and sprinkler system for grass, flowers,

and plants will pay for itself in only a few years.

W. B. Dickerson, owner of the firm, who retired in 1952 after operating the business since 1940, points out another customer advantage: "Most people, when they consider every gallon of water used means an addition to their monthly water bill, will not water their lawns and flowers as much as they should. With the installation of their own pump and sprinkler system, the only additional expense is the minor one of a little electricity to operate the pump. Then the home-owner waters his growing

things as he should.

"At Dickerson Hardware, we also point out to our prospects that by having ample water for outside sprinkling, they also have a healthier lawn and flowers, which saves additional money in the long run on reseeding and replanting."

Dickerson Hardware, of course, has for sale all the normal goods usually stocked by a good hardware store. But, lawn sprinkling equipment is their all-year specialty, and regardless of a customer's watering need, the firm is always ready to supply it "from pump to sprinkler head."

Sales Target: Garden Clubs

(Continued from page 47)

ing, located at 4185 Highway 51 South, is 30 by 100 feet. There is a warehouse, 12 by 15 feet, in the rear.

Newcomers are good prospects for everything, and especially for garden and lawn supplies in suburban areas where homes tend to have large lots, Helms points out. He pitches some of his newspaper advertising at these newcomers. And it's proved quite effective.

With several other merchants, Helms once a month takes an ad in the Whitehaven newspaper and invites community newcomers to visit his store and pick up a free gift. This ad appears along with a news item listing all newcomers who have settled in Whitehaven the preceding month. The newcomers' names are obtained from light, gas and water service requests and are furnished by the public utility.

Each newcomer who visits Helms' store receives a free duplicate key to his car or front door, and a yardstick. The newcomers are made to feel welcome as Whitehaven citizens and as store customers.

Helms uses a well-rounded advertising program. "There is an old saying that 'If you don't advertise your business, the sheriff will,'" he observes.

Besides community newspaper advertising, Helms uses the school paper, Memphis and Whitehaven telephone directories and direct mail.

During National Hardware Week, he mails out 3,000 brochures to customers. Four pages and in color, they are printed in cooperation with his wholesaler at small dealer cost. Products advertised include general hardware as well as garden and lawn supplies.

Helms promoted the brochure while a wholesaler salesman and fully appreciates its value to the dealer.

Helms uses other methods to stimulate store traffic, too. For example, he sold more than 1,000 auto stickers last year. The stickers—similar to Memphis city auto licenses—are affixed to windshields. The sale is conducted each year by the Kiwanis Club and proceeds aid club projects. Helms' store is advertised as a place where the 50-cent stickers are available. And that brings additional store traffic.

Helms starts garden and lawn promotions well in advance of planting and mowing time. "Early displays are most important," he emphasizes. "Customers may not buy at that time, but when the spring gardening bug bites them they know you have what they need and they will come running."

Helms' garden and lawn supplies have boomed the sale of allied merchandise. There is good demand for fencing, posts and concrete and masonry mix. Fencing and concrete mix are displayed near the store's Coke machine.

National business built from

Home-Made Skis



Charles E. Nash, a co-partner in the T & N Manufacturing Co., knows his industry. Having competed all over the country, he holds many trophies and is a member of the Century Club which means he has made a jump of more than 100 feet in an official competition. Such things have speeded acceptance of his product. Nash is the son of Charles E. Nash, president of Nash Hardware Co.

By Baron Creager

Southwestern Editor

IT WAS IN Fort Worth, Texas, at the outlandish hour of 2:30 of a morning in June, 1955 and in the garage of Charles E. Nash III, that a rocketing water ski business got its initial impetus.

Young Nash and his close friend, Ronald Tinsley, had been finishing some water skis for friends, who were charged only the cost of materials. Trouble was, there were so many friends who wanted skis from the design perfected by Nash. At the time, he was burdened with expenses of a new home and a new baby on the salary of buyer of housewares at Nash Hardware.

He had been severely bitten by the ski bug, but skis are useless without a boat and Nash couldn't afford a boat. So he and Ronnie Tinsley built a boat. By the time this project was finished they had no money for skis. So they built their own skis, but charity orders from friends took all their spare time.

On this morning at 2:30, when they finished, one of the two suggested, "Why don't we go into the ski business?" The other replied that was fine and countered, with a grin, "How much money can you put into it?"

This discussion brought them face to face with cold facts and the realization that they could each spare \$20. Later on they found they needed \$10 more, so they each kicked in another \$5. But the original operating capital of the T and N Manufacturing Co. was \$40.

By the start of the 1957 season, there was enough capital to rent a plant and put it on full-time operation with employees. Now they have their own manufacturers' agents and are serving the trade in at least 33 states, making a full line of their own brand and private brands for some distributors.

All this the young men accomplished while young Nash (whose

father is president of Nash Hardware) held down a full-time job there as buyer and while Partner Ronnie was finishing out his education at Texas Christian University.

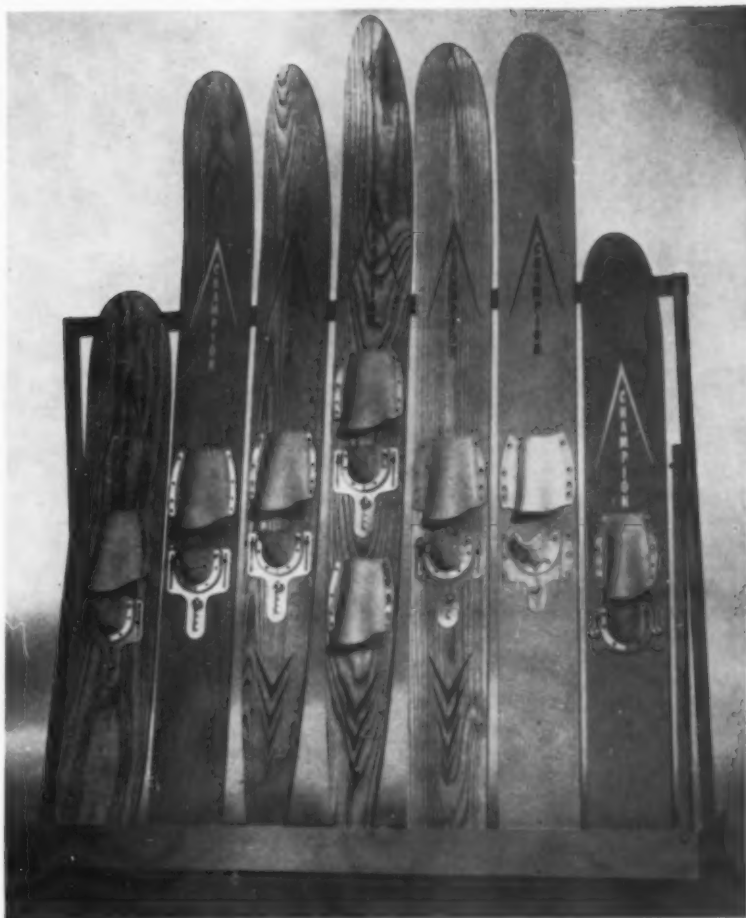
A pair of T and N skis were used by Elaine Roper when she won the 1956 National Over-all Women's championship at La Porte, Ind. And Young Nash had not spent all his time building skis for friends. He competed all over the country, holds many trophies and is a member of the Century Club. This means he made a jump of more than 100 feet in a sanctioned American Water Skis Association meet. Such things speeded up acceptance of T and N skis.

Experimented Endlessly

The procedure of Charles Nash and his partner to fame in both competition and manufacturing in this water sport, especially their fastidious taste in the matter of a boat to pull the skier, leaves a definite implication. That implication is that most of the skiers seen on lakes of the South and Southwest are rank amateurs, for they ski behind a boat propelled by an outboard motor. Competitive skiing, it should be understood, is done only behind an inboard.

Therefore, when Nash and Tinsley determined to ski, they had equally strong determination to have the right kind of boat, even if they had to build it. So they measured all the passable boats on Eagle Mountain Lake, near Fort Worth, before they sketched their plans. Into the boat went an automobile power plant which they picked up cheap and converted. The boat, launched in the spring of 1956, left them broke.

But they experimented endlessly making skis. For this they managed an old 55-gallon drum in which the raw ash was boiled. Then, clamped to jigs, the skis had to dry a week. But eventually they developed something different in a design. Conventional in appearance, but more effective, they insisted, than any skis then on the market. Skiing addicts around Fort Worth evidently concurred,



Normally a bulky item and difficult to display water skis are merchandised effectively in this display rack designed by the company. Skis may be removed for inspection, but they cannot accidentally fall

as evidenced by the charity orders. And by the end of 1956, T and N had \$585.00 in the bank, a fair performance with starting capital of \$40.

This brought Nash and Tinsley to the decision to go into the business on a bigger basis. They decided to pick up a hydraulic press, so they could manufacture in more quantity, by laminating ski tips. In this search, however, they encountered another setback. The cheapest press they could find could be had for \$13,500. So they went back to improvisation and built their own press, still operating in the Nash garage. But by the end of the 1956 season they had a number of good accounts and by the spring of 1957 they were in their own small plant.

This business must be doing quite all right for T and N has not announced the amount of operating capital available at the end of the

1958 season. That season, however, they moved up among the merchandisers with a well-organized program. They have handsome literature in three colors, especially catalog pages. They admit to ending up the year with a substantial gain in volume and profit.

Mindful that merchandising comes before volume, a lesson probably drilled into them by the president of Nash Hardware, T and N will offer a free display rack for 1959. Free with a minimum order, that is.

It is said to be a big stride forward in ski merchandising, skis being unwieldy and difficult to display. But Nash and Tinsley designed a display rack that will hold a full, sample line of skis in a small area. It is so designed that skis may be removed for inspection, but they cannot accidentally fall.

(Continued on page 87)

Sunbeam Tests New Distribution Program

SINCE THE dropping of fair trade about a year ago by several of the leading manufacturers of portable electric appliances (some said fair trade was no longer enforceable) distribution at both wholesale and retail level has been demoralized in many sections as a result of price cutting and the use of table appliances as loss leaders by many outlets.

Sunbeam Corp. on December 19 announced the launching of a test consignment program on the West Coast designed to bring stability to the marketing of these products. While the test program involves the selection of wholesalers and dealers to handle the Sunbeam line the program does not involve resale price maintenance. Following are the details as released by the company:

"In endeavoring to solve today's distribution problems, many manufacturers have gone to limited exclusive distribution or undertaken their own wholesaling," C. Clifford Mendler, Sunbeam's appliance sales vice-president, stated.

Independent Distributors

"We at Sunbeam, however, having always been dedicated to working through independent distributors, are pioneering this totally new approach in an effort to restore the independent distributor to a state of economic health and obtain the widespread distribution needed for mass production."

Under the program, Sunbeam will commence consigning its appliance line to selected distributors in the states of California, Oregon, and Washington, who will become Distributor Agents.

One important feature of consignment, points out Sunbeam, is that all dealers are given equal treatment as required by the Robinson-Patman Act. No resale price maintenance will be in-

volved, however, since the sale through the agent will be the original sale by Sunbeam. The first sale is thus from Sunbeam to the dealer.

As the seller, Sunbeam plans to select dealers who will put a real marketing effort behind the Sunbeam line. A dealer contract to be offered those selected, will require display, advertising and promotional participation. The distributor agents will be specifically authorized as to the contract dealers to be served by them. The contracts will be between Sunbeam and the selected dealers.

Serves Small Dealers

While the contract dealers will be the core of Sunbeam's business, adequate servicing of the tens of thousands of smaller dealers whose aggregate volume is considered extremely important to Sunbeam was a major consideration in drafting the plan. It was recognized that such dealers do not normally have facilities or personnel for extended promotional efforts, and that the costs in money and time to the small dealers involved in contract administration would be burdensome. The problem was solved by authorizing the distributor agents to serve dealers whose volume of business does not exceed three Sunbeam appliances a month without requiring them to be under contract. The consignment agreement provides a procedure under which these dealers may later become contract dealers in the event purchases in greater volume are regularly made.

A local cooperative advertising and service plan will provide promotional allowances available for use in various media including newspaper, radio, TV, and in-store promotions. A wide variety of choices will enable all the dealers who are sold the consigned prod-

ucts to participate regardless of the size of their operations.

In a separate statement of policy, Sunbeam pointed out that bait advertising practices are now uniformly condemned by federal and local government agencies, as well as by Better Business Bureaus throughout the country. Attention was also called to the recent rules issued by the Federal Trade Commission aimed at deceptive advertising practices.

"We are determined," C. C. Mendler said, "to use every lawful means at our command to prevent Sunbeam products from being used in connection with off-premises bait advertising. We feel that off-premises bait advertising has as its object or inevitable result the deception of the consumer into believing that all items offered by the advertiser are similarly bargain priced. Such deception of the public gives unfair advantage to the bait advertiser. But rather than attempting to review each and every advertisement, which would be impractical, we have decided on an announced standard uniform policy."

In such policy statement, Sunbeam announced its intention of refusing to sell the consigned products to dealers who advertise off-premises at bait prices. Bait advertising is defined as a specific price in media distributed away from the store, of more than a certain percentage below suggested retail price, which percentage figure will be announced later. It is emphasized, however, that no retail price maintenance whatever is authorized or permitted and all dealers are free to charge any prices they see fit to ask.

Pricing Freedom

Sunbeam's policy on off-premises bait advertising does not affect the freedom of dealers to price as they please and compete price-wise with all other dealers and products. This means that Sunbeam will not lend the good will pertaining to its corporate and product names to the paralyzing and restraining effect of off-premises bait advertising.

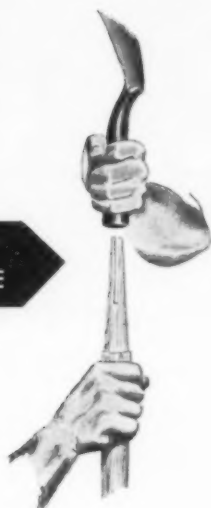
The Sunbeam Consignment Distribution Plan is the result of more than a year's intensive study by marketing research teams, and by a specially constituted legal group of outside legal experts in the field of marketing and trade regulation law working with Herman T. Van Mell, vice-president and general counsel of Sunbeam.

ANNOUNCING
AMES NEW...

*Drive-
Ezy*

REPAIR HANDLE

INSERT
HANDLE



#3A



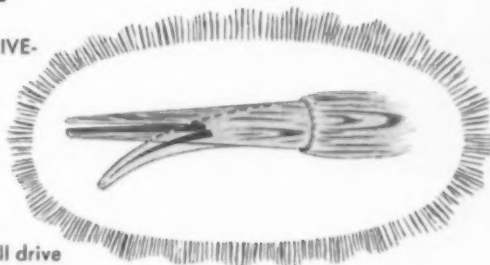
#3L

Fits all hollow
back shovels,
spades and
scoops.

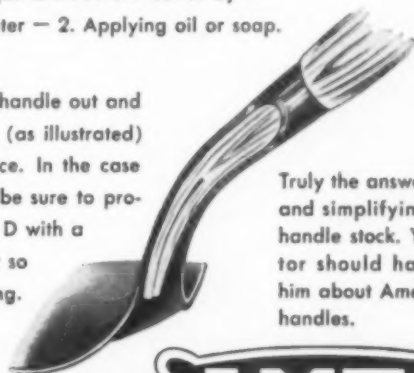
TAMP
DOWN



As illustrated the AMES DRIVE-EZY repair handles follow the curve of all Hollow Back Shovels, Spades or Scoops. The secret is in the split sawing which makes the end flexible. It will drive easy "as is" but the job is made still easier by —
1. Soaking in hot water — 2. Applying oil or soap.



Just knock the old handle out and drive the new one, (as illustrated) on any hard surface. In the case of a short handle, be sure to protect the end of the D with a cloth or newspaper so as to avoid roughing. (See insert)



Truly the answer to reducing and simplifying your repair handle stock. Your distributor should have it — ask him about Ames "Drive-Ezy" handles.

AMES
Since 1774

O. AMES CO. PARKERSBURG,
WEST VIRGINIA

Ames also manufactures the famous line of Ames Maid metal household furniture and the new line of Ames-Aire casual furniture.

CATALOGS & BULLETINS

Available free to readers. Write in the numbers of items wanted on the return post card, page 91

Primer and Sealer. "Improve Every Painting Operation with X-1-M Flash Bond" is a factual, instructive folder offered by the company. It lists surfaces on which the all-purpose primer and sealer is effective and methods of application to prevent peeling, blistering, flaking of paint. H. Forsberg Co., 5103 Lakeside Ave., Cleveland 14, Ohio.

Write in No. B1 on card, Pg. 91

Jet Pumps. A simplified catalog of Rapidayton jet pumps is available. It features three "key" series of completely packaged water systems said to be capable of dominating any competitive situation. A selection chart makes it easy to recommend the proper pump for any well, 0 to 140 feet. The Tait Manufacturing Co., 500 Webster St., Dayton 1, Ohio.

Write in No. B2 on card, Pg. 91

Outdoor Products. "Outdoor fun begins with Coleman" is the title of a 24-page illustrated 1959 product catalog now available. The catalog describes the full line of Coleman gasoline, kerosene and LP-gas lanterns, folding camp stoves, picnic stoves, and utility heaters; portable food and beverage coolers; camp and picnic tables and stools; folding ovens and accessories. A four-page color section presents the manufacturer's line of Snowlite picnic jugs with high efficiency Thermo-Lock styrene insulation. Snowlite jugs are available in one- and two-gallon sizes and in a choice of three modern color combinations. Also shown is the Coleman saddle stool for hunting, fishing, picnicking, and spectator sports. The Coleman Co., Inc., Wichita 1, Kan.

Write in No. B3 on card, Pg. 91

Masonry Line. A two-color catalog that describes and illustrates a full line of masonry and hollow wall fasteners, pole line hardware and mason-

ry drills is available. Specifications, packaging information, and dealer prices for each item are included in the 40-page, pocket-size booklet. Also included are illustrated installation hints for the latest additions to the Diamond line—DHD Hammer Drive Masonry Anchors, Wing Ding wall screw anchors and Wing Ding gun, and Double Keystone machine bolt expansion shields. Catalog 158 is completely indexed. Diamond Expansion Bolt Co., Garwood, N. J.

Write in No. B4 on card, Pg. 91

Fishing Tackle. South Bend presents its colorful line of fishing tackle in a catalog recently released to the trade. Highlighting the items is a spin-casting reel called the Norseman 110, which has the ability to cast ultra-light to heavy lures using up to 20-pound monofilament line, for both fresh and salt water use. A total of six SpinCast Reels are offered which include two Level-Wind Models, Nos. 89 and 78. The line has 28 models of SpinCast Rods with a wide choice of actions in both tubular and solid glass and featuring the Master-Grip Handle. Two color patterns, Spotted Pup and Shad, have been added to several of the surface and sub-surface lures. The fly and spinning size Super-Duper is available in a Copper-Glo finish as well as in a blister-type package. In addition to a number of other new items in the line, the catalog includes an array of accessories: the Shot-Master split shot applicator with Redi-Shot Discs; color-coded Leader Material Wheels with built-in line cutter; and the E-Z Tote Outboard Motor Carrier that snaps on and off in seconds. For more information—

Write in No. B5 on card, Pg. 91

Logging and Edge Tools. A four-color, 8-page catalog describes the company's complete line of axes, scythes, bush hooks, brush hooks, corn knives, corn hooks, asparagus cutters, weed cutters, grass whips,

and grass hooks. American Logging Tool Corp., 4203 Union Blvd., St. Louis 15, Mo.

Write in No. B6 on card, Pg. 91

Tank Balls and Floats. Catalog sheets feature the company's line of rubber tank balls and guaranteed leak-proof copper and plastic floats which are available in a full range of sizes for all applications. The Reichert Float & Manufacturing Co., 2250 Smead Ave., Toledo 6, Ohio.

Write in No. B7 on card, Pg. 91

Building Specialties. An enlarged M-D catalog which contains 64 pages plus cover is offered to dealers. The outside cover is dominated by a 3-D rendition of the M-D trademark in four colors against a black background. The inside pages, printed in three colors, completely illustrate all of the building specialties manufactured by the firm. Macklanburg-Duncan Co., Box 1197, Oklahoma City 1, Okla.

Write in No. B8 on card, Pg. 91

Garden Hose and Sprinklers. Colorful catalog sheets, #8-625, covering the complete 1959 Supplex line of reinforced and non-reinforced garden hose are available. Sheet #4028 describing the Flexible Sprinkler gives a complete description of the new reel on which the sprinkler is packed. Supplex Co., Division of Amerace Corp., 225 North Ave., Garwood, N. J.

Write in No. B9 on card, Pg. 91

Galvanized Ware. The publication of a 16-page catalog describing the full line of J&L galvanized ware is announced. Alongside the pictured products are descriptions, specifications, and shipping information. The product line includes pails, tubs, trash cans and burners, coal hods, fuel cans, water cans, etc., for a variety of industrial, commercial, and domestic uses. Container Division, Jones & Laughlin Steel Corp., City Park and

Mass Production Mass Distribution and Volume Sales



BRING ABOUT REDUCED
PRICES . . . SAVE CUSTOMERS

\$15 TO \$30

ON THESE FINE

BRAZIERS

*Similar savings on
other models*

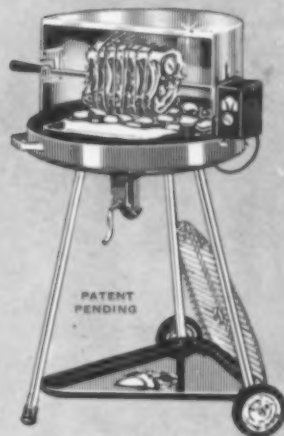


DL 9-G \$74.95
Was \$99.95

ALL
STAINLESS
STEEL
HOODS



DL 8-G \$59.95
Was \$89.95



DL 80-G \$49.95
Was \$64.95

Manufacturing "know how" and streamlined production facilities enable Big Boy to affect these substantial customer savings without sacrificing quality.

The result is brisker sales with full profits to jobbers and dealers. The same extensive facilities insure prompt, dependable, cross-country deliveries. It pays to sell the leader.

**ALSO
A FULL LINE OF
ACCESSORIES
INCLUDING
THE FAMOUS
BIG BOY
COOK BOOK**

*For the Barbecue Surprise of the Year
See the Complete Big Boy Line at the*
NATIONAL HOUSEWARES SHOW
NAVY PIER, CHICAGO, JANUARY 12-16
SPACE 1038-40-42

BIG BOY MANUFACTURING CO., BURBANK, CALIF.

NEW YORK SALES & SHOWROOM, LOWELL BLDG., 1140 BROADWAY
FACTORIES: BURBANK, CALIF. • ST. LOUIS, MO.

Hamilton St., Toledo 1, Ohio.
Write in No. B10 on card. Pg. 91

"W-40" Fishing Line. A 6-page full-color brochure is offered which describes two free "W-40" Fishing Line Departments, Junior and Senior size; a variety of "W-40" Jackpot Dispenser Assortments, each with 24 free leader-dispensing wheels; eight complete "W-40" dispenser-packed fishing line assortments; as well as the Giant "W-40" \$10,000 (in prizes) Jackpot for dealers. Western Fishing Line Co., Glendale 4, Calif.

Write in No. B11 on card. Pg. 91

Fishing Reels. Catalog No. 22 covering the Penn line of fishing reels is available. It is profusely illustrated with detailed information given concerning specifications, prices, capacities, etc. A number of pages are devoted to accessories and to lists of reel parts, how to order parts, and to the care of the reel. Other special pages contain service data, helpful tips for the fisherman, and a chart and pictures of world's record catches. Penn Fishing Tackle Manufacturing Co., 3028 W. Hunting Park Ave., Philadelphia 32, Pa.

Write in No. B12 on card. Pg. 91

Power Tool Guide. A 12-page guide describing 14 popular electric tools plus a list of accessories is offered. It includes pictures of tools and their uses with complete specifications and prices for electric saws, sanders, drills, routers, and garden equipment. The booklet gives pointers on what to look for in purchasing power tools. The tips are given for each type of tool in sections appropriately titled. Porter-Cable Machine Co., 132 Exchange St., Syracuse 4, N. Y.

Write in No. B13 on card. Pg. 91

House Paints. Four colorful folders describe qualities, purpose, colors, and applications for Davis Alkyd Flat enamel, house paints, Vinyl Latex Primer, and clear finishes. The H. B. Davis Co., Baltimore 30, Md., and Savannah, Ga.

Write in No. B14 on card. Pg. 91

Aluminum Nails. Brochure shows complete line of Phifer aluminum nails. It explains tempering and etching of aluminum alloy nails. Price list gives dealer costs of "job size" boxes and 50-lb. cartons. Phifer Wire Products, Box 12, Tuscaloosa, Ala.

Write in No. B15 on card. Pg. 91

Bonded Asphalt Roofing. New literature covers Fry Bonded asphalt roofings for all types of buildings. Fry Bonded products include shingles, roll roofing, and felts. Lloyd A. Fry Roofing Co., General Sales, 5818

Archer Rd., Summit (Argo P. O.), Ill.
Write in No. B16 on card. Pg. 91

Fiber Roof Coating. A folder entitled "The Easy and Low Cost Way to Repair and Renew Roofs" covers the uses of Gardner asphalt-asbestos roof coating. Gardner Asphalt Products, P. O. Box 5776, Tampa, Fla.

Write in No. B17 on card. Pg. 91

Sprayers and Dusters. Catalog No. 59, in color, presents the company's line of sprayers and dusters for the home, farm, and industry. Complete descriptions, specifications, and illustrations are carried, as well as actual photographs of the items in use. Space is devoted also to the Chapin line of accessories. R. E. Chapin Manufacturing Works, Inc., Batavia, N. Y.

Write in No. B18 on card. Pg. 91

Masonry Anchors. Two aluminum masonry anchors, the Diamond Hammer Drive and the Fur-N-Strip, are described in the two-page, two-color bulletin #4058, which provides six photographs and two cut-away line drawings. Interior construction of anchors, two illustrated lists explaining installation methods, information on the type materials and equipment for which the anchors have been designed, and a detailed specification chart are included in the bulletin. Diamond Expansion Bolt Co., Inc., Garwood, N. J.

Write in No. B19 on card. Pg. 91

Fishing Tackle. Published in color in size 8½ x 11, the 1959 catalog illustrates and describes the complete line of Airex fishing tackle. It features a wide selection of both open and closed face spinning reels in all price ranges, along with matching rods, lures, and lines. Many of the Airex reels are shown in full color on the back cover. In addition to the catalog, the company also offers 11" x 11" catalog sheets with wide margins. Airex Corp., 411 Fourth Ave., New York 16, N. Y.

Write in No. B20 on card. Pg. 91

Fishing Equipment. Weber's 1959-74-page color catalog No. 59 contains dozens of additional fishing tackle items. Especially featured is the Dylite Plastic "Go-Kooler" for fishermen and picnickers, a Dylite Minnow Bucket, and the Mr. Champ series which now includes sizes from ¼ to 1¼ oz. Lithographed in full natural colors are catalog pages showing the Name Lure and the Big Name Lure, a wide selection of spinning lures and poppers, and a complete series of Ball-Fly Jigs. Prominently featured is DuPont's Stren Spinning Line. A 14" x 24" full-color poster on Weber Nylon Spinning Line also is listed in the

catalog. Free Moviegram fly casting instructions are offered to the trade. Weber Tackle Co., Stevens Point, Wis.

Write in No. B21 on card. Pg. 91

Fishing Tackle. An indexed, easy-to-read catalog provides full descriptive data on each item in the company's 1959 line of fishing tackle. The line brings together a complete range of fresh water and salt water rods and reels, plus related sporting goods, under the True Temper Ocean City, and Montague brands. True Temper Corp., American Tackle Division, 1623 Euclid Ave., Cleveland 15, Ohio.

Write in No. B22 on card. Pg. 91

Padlocks, Brass and Bronze Hardware. Available literature includes: 6-page gate-fold catalog showing complete line. 4-page catalog of carded and blister-packed padlocks. Catalog pages on the following: SM17 padlock merchandiser, SM57 padlock merchandiser, 10 locks available in new See-Pack, #453 Scout combination padlock, #853 Minute Man combination lock, #70 Sportsman padlock, #38 chain door fastener, SM60 and SM60½ house number assortments, individually carded and skin-packed house numbers. The Slaymaker Lock Co., Lancaster, Pa.

Write in No. B23 on card. Pg. 91

Roofing, Plastic Pipe, Fasteners. Literature available includes the following. Bolt and Nut Price Finder, form ADV-791 — an indexed price chart for quick reference; lists retail prices on the full line of fasteners; is printed in two colors and may be hung on the wall. Hex Head Cap Screw, form ADV-678—a 4-page folder describing the screws. ADV-788—envelope enclosure on Republic Blue Ridge Steel Roofing; ADV-919—envelope enclosure illustrating how to apply the roofing. ADV-953—4-page folder designed for mailing; describes Republic Ternes for roofing and weather-sealing. ADV-711 — Catalog sheet describing Semi-Rigid Kralastic Plastic Pipe with suggested applications. ADV-712 — catalog sheet describing FE Plastic Pipe for farm and home. ADV-784A—catalog sheet describing use of Republic Plastic Pipe with submersible pumps in both shallow and deep wells. ADV-710—6-page gate-fold folder giving complete details of installing a do-it-yourself lawn sprinkler system with Plastic Pipe. Republic Steel Corp., 1441 Republic Bldg., Cleveland 1, Ohio.

Write in No. B24 on card. Pg. 91

Steel Sandpaper. A new all-steel sandpaper, Dragon-Skin, is described and illustrated in a two-color catalog

The closed-face SPINNING REEL
that makes all others seem awkward

NEW OCEAN CITY 376

Watch the smile of satisfaction appear on customers' faces when they try the first closed-face spinning reel that's really comfortable to use.



That's because the *wide* casting control bar lets your thumb take its *natural* position. The fisherman doesn't have to reach for the casting control. He just lets his thumb fall naturally.

But that's only the clincher . . . the plus that makes this BASIC reel a sure-fire seller.

Ocean City's new "376" Flipline® has *everything* a spin fisherman could ask for.

- large drag control dial that sets to any tension
- 8-point *instant* line pickup
- automatic anti-reverse
- audible click when drag goes to work
- positive lock . . . threaded shroud for easier removal
- pre-spooled with 125 yds. 6# monofilament

And A Sensational Price—only \$13.95 for the most terrific value in closed-face Flipline reels. Have your wholesaler rush a shipment **TODAY** . . . the first of many. True Temper, Cleveland 15, O.

TRUE TEMPER®



AMERICAN TACKLE DIVISION
Your basic line — your money line

CATALOGS & BULLETINS

(Continued from page 62)

sheet now available. Photographs and line drawings explain how Dragon-Skin sands, rasps and shapes woods, plastics and soft metals. Text material further describes Dragon-Skin's ability and offers display ideas. Red Devil Tools, Box 355, Union, N. J.

Write in No. B25 on card, Pg. 91

Housewares. A full-line master catalog of housewares products illustrates and lists each item of merchandise by order number, sizes, standard shipping carton, weight per carton, and retail price per item. Cover and interior contents are all in full color. The publication is intended for dealer use, while shorter versions of the catalog which describe Rubbermaid merchandise in terms of end use, colors, and sizes are offered for consumer distribution. Rubbermaid, Inc., Wooster, Ohio.

Write in No. B26 on card, Pg. 91

Horse Drawn Implements. The King line of horse drawn implements is contained in its catalog Price List No. 958. The implements are illustrated. The catalog also contains several pages of price listings and diagrams of repair parts. King Plow Co., Atlanta, Ga.

Write in No. B27 on card, Pg. 91

Industrial Knives. A 52 - page pocket-size Handbook illustrating a thousand industrial hand and machine knives, craftsmen knives and fix-up and paint-up tools is offered. The Handbook illustrates knives that are used to cut rubber, plastic, leather, and many other materials. Hyde Manufacturing Co., Department "H", Southbridge, Mass.

Write in No. B28 on card, Pg. 91

Baseboard Heaters. Descriptive literature is available on the company's line of Portable and Standard Electric Hot Water Baseboard Heaters. International Oil Burner Co., Electric Heating Division, 3800 Park Ave., St. Louis 10, Mo.

Write in No. B29 on card, Pg. 91

Plastic Housewares. A full-color brochure shows with large, attractive illustrations how to display, sell, and advertise plastic housewares to obtain greater turnover per year. It explains how to increase the average sale 2½ times by selling matching sets and gives valuable sales tips developed by hardware dealers throughout the country. The Plas-Tex Corp., 2525 Military Ave., Los Angeles 64, Calif.

Write in No. B30 on card, Pg. 91

Sportsmen's Lights. Fishermen's lanterns, searchlights, flasher lanterns, headlights, and various cap and hand lamps are illustrated and de-

scribed in an available catalog. The small catalog of sporting goods items has been prepared for retailers and lists both retail selling prices and the retailer's cost. Justrite Manufacturing Co., 2061 North Southport Ave., Chicago 14, Ill.

Write in No. B31 on card, Pg. 91

Galvanized Ware. The complete line of hand-dipped galvanized ware for home, farm, industrial, and institutional use is described in a 20-page bulletin entitled "Wheeling Hand Dipped Ware." Capacities, dimensions, and shipping weights for each of the items are included; items include pails, buckets, rubbish burners, coal hods, etc. Wheeling Corrugating Co., Wheeling, W. Va.

Write in No. B32 on card, Pg. 91

Tools and Machines. More than 150 hand tools and electric machines are described in a catalog now being offered as Number 23 in the Red Devil Library. Included in the 8½ x 11 inch, 80-page, two-color catalog are tools for painters, glaziers, and woodworkers. Also described are the company's lines of floor and paint conditioning machines including the FP-33 twin brush floor polisher and the number 30 paint conditioner. Descriptions and photos of several tools recently added to the firm's line are included, as well as photos of available merchandising aids, and illustrated hints on the use of many of the tools. Red Devil Tools, Box 355, Union, N. J.

Write in No. B33 on card, Pg. 91

Power Tools. The following catalogs describing and illustrating the company's complete line of tools are available upon request: ET 157, Portable Electric Tools; CS 157, Chain Saws; AT 1457, Air Tools; and CI 1657, Contractor and Industrial Tools. Mall Tool Co., Division of Remington Arms Co., Inc., Bridgeport 2, Conn.

Write in No. B34 on card, Pg. 91

Store Displays. Each type of display item from ticket holders to complete display units is fully illustrated and described in a catalog which contains much information on display assembly and modern store engineering. Reeve Co., 9249 East Bermudez St., Rivera, Calif.

Write in No. B35 on card, Pg. 91

Nails Data. A pocket-size handbook containing factual information and specifications for Stormguard nails is available. The handbook is printed in two colors with illustrations and reference data. A two-page chart gives specific data on the sizes and quantity of nails to use for various types of roofing, siding and trim as recommended by leading trade as-

sociations. Manufactured in 85 different styles and sizes, the Stormguard nails are rendered rust-resistant by a special double-dipping in molten zinc. W. H. Maze Co., 400 Church Blvd., Peru, Ill.

Write in No. B36 on card, Pg. 91

Garden Chemicals. "How to Make More Profits on Garden Chemicals" is the theme of a 16-page sales brochure. It contains suggestions for increasing sales of spray materials and describes and illustrates the important features of Hayes garden hose sprayers. Hayes Spray Gun Co., 98 N. San Gabriel Blvd., Pasadena 8, Calif.

Write in No. B37 on card, Pg. 91

Building Materials. Entitled "Reynolds Aluminum Supply Co. Fact Folders," the company is offering a series of 19 file folders designed for every dealer's filing cabinet. The folders provide a handy reference library on major building material lines, such as aluminum roofing and siding, asphalt products, farm and industrial gates, insulation, nails, etc. To keep the folders current, latest product information will be mailed by the company to those dealers using the prepared product reference library. Reynolds Aluminum Supply Co., P. O. Box 1367, Atlanta 1, Ga.

Write in No. B38 on card, Pg. 91

Decorative Hardware. Full color, 20-page No. 214 catalog illustrates full line of matched pulls, knobs, hinges, and catches by Amerock. Cabinet hardware for use in every room in the house is shown and described. Amerock Corp., Rockford, Ill.

Write in No. B39 on card, Pg. 91

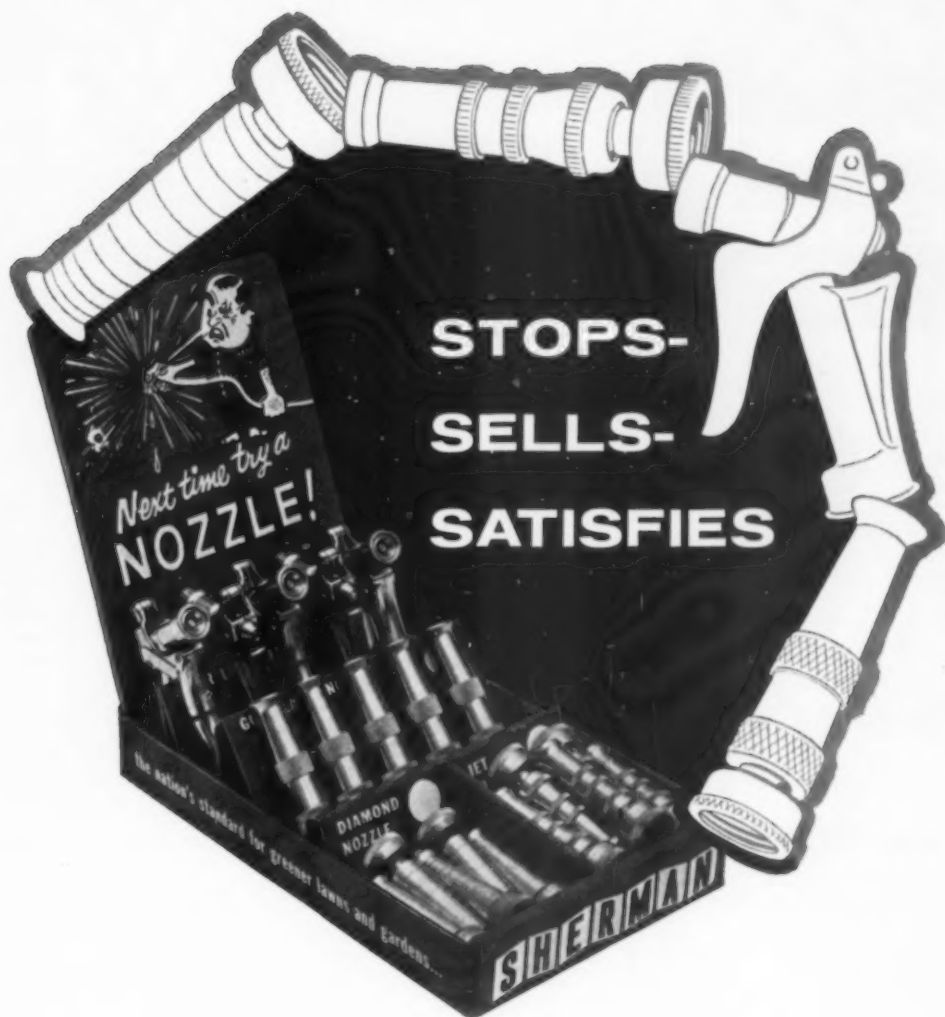
Hobby Tools. A catalog is available which illustrates and describes the Griffhold line of precision built tools for hobbies, graphic arts, offices, and crafts. The Griffin Manufacturing Co., 191 Lyndhurst St., Rochester 5, N. Y.

Write in No. B40 on card, Pg. 91

Drapery Hardware. Simplicity of illustration and ease of usage, completeness of product lines and accessories help to make the company's catalog a practical reference on drapery hardware items. The Stanley Works, 111 Elm St., New Britain, Conn.

Write in No. B41 on card, Pg. 91

Bats and Golf Clubs. Nominal quantities of a full-color catalog which describes in detail the company's line of baseball, softball, and Little League bats are offered to dealers. Also available is a two-page catalog showing the company's entire golf club line. All woods, irons, put-



"NOZZLE-PAC"*

You'll do better with **SHERMAN**-63 years best!

write for 1959 catalog H-59

H. B. SHERMAN MANUFACTURING COMPANY
BATTLE CREEK, MICHIGAN

* PERFECT IMPULSE ITEM — a nozzle in every price bracket



**With or Without Nuts...
in Bulk or Packaged
for our Distributors**

*...available
NOW
from* **CLARK**

Yes, hex head bolts, currently becoming so popular with more
and more customers, are available *right now* from CLARK.
They can be supplied over a full range of sizes . . .
with or without nuts . . . in bulk or CLARK'S superior
packaging. Write today for complete information and prices.



CLARK BROS. BOLT CO.
MILDALE, CONN.

ters, and auxiliary clubs are shown in their actual colors and are described briefly. Hillerich & Bradsby Co., Inc., 434 Finzer St., Louisville 2, Ky.

Write in No. B42 on card, Pg. 91

Industrial Washers. A complete listing of Joliet washers—dimensions, prices, finishes—is contained in a 16-page catalog along with pages of useful weight and diameter tables, gauge tables, and decimal equivalent tables. In green and black and three-hole punched for easy filing, the catalog illustrates photographically many of the standard and special washers available. Sections list size and thickness tables for the various washers plus expansion plugs, caster shims and machinery bushings. Carton and keg sizes are shown in a section devoted to shipping weights and general terms of shipment. Joliet Wrought Washer, Joliet, Ill.

Write in No. B43 on card, Pg. 91

Repair Handles. A chart which determines the correct repair handle for a specific tool and the tools fitted by a specific handle is available. It covers more than 95 percent of dealer's ash repair handle requirements for garden, lawn and farm tools, shovels, spades and scoops, post hole digger and snow tools. The chart lists original handle and suggests alternates, and comprises both True Temper and Briar Edge grades. True Temper Corp., 1623 Euclid Ave., Cleveland 15, Ohio.

Write in No. B44 on card, Pg. 91

Measuring Tapes. A catalog describing and illustrating the firm's complete line of measuring tapes and related products, including Power-Tapes with controlled speed blade return, is available on request. Description of its Thin-Tape, the tape with a 1/4" blade having an inside-outside measuring case, also is included. Evans Rule Co., 400-16 Trumbull St., Elizabeth, N. J.

Write in No. B45 on card, Pg. 91

Edged Tools. Colorful catalog pages which present the company's line of garden tools, axes, hammers, and hatchets are available. Illustrations show the tools in use while descriptive information further gives the sales story. Mann Edge Tool Co., Lewistown, Pa.

Write in No. B46 on card, Pg. 91

Industrial Doors. A 12-page Industrial Door Catalog No. A-410 features comprehensive technical data and illustrations on the R-W "SupeR-Way" steel frame doors; industrial channel frame door; galvanized sheet steel covered doors; corrugated sheet metal doors; "Sta-Rite" wood doors; steel plate doors; aluminum doors; vertical lift doors, and crane way doors. Specification and installation data, application photographs, and a

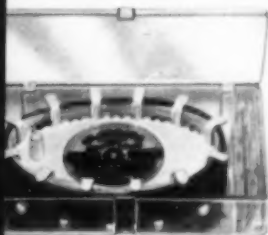


take me to
your leader...

GLADDING
Best line for '59

EACH THE LEADER IN ITS FIELD

AEROFLOAT



Two-tone floating braided nylon line with more bubbles for better floating, finer tip-ends on unique two-tone tapers. Colors: Levels — Green, Amber, Nite White. Tapers — Green or Amber Tip with White Belly, White Tip with Green Belly, All Nite White. Put up: Single coils on plastic dispensing reel in plastic box.

LEVELS: 25 YDS.

Weight	H	G	F	E
Retail	\$2.10	\$2.20	\$2.40	\$2.60
Weight	D	C	B	
Retail	\$2.85	\$3.20	\$3.55	

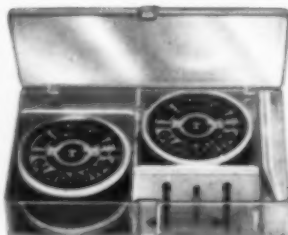
DOUBLE TAPERS: 30 YDS.

Weight	NEH	NCH	HCH	GBG
Retail	\$10.00	\$10.00	\$10.00	\$10.00

EIGHT FORWARD TAPERS: 35 YDS.

Weight	HGG	HCF	GBF	SAF
Retail	\$11.00	\$11.00	\$11.00	\$11.00

INVINCIBLE



The braided nylon bait-casting line that floats. Never slacks off —ready to strike instantly. Ideal for both surface and sinking lures. Fib'r-lubed for longer wear. Colors: Black, Multicolor, (Camouflage), Nite White, Salt and Pepper. Put up: 50-yd. Snap Lock spools, 2 in plastic bait box.

Lb. Test	6 lb.	9 lb.	12 lb.	15 lb.
Retail	\$1.35	\$1.40	\$1.45	\$1.55

Lb. Test	18 lb.	20 lb.	25 lb.	30 lb.
Retail	\$1.65	\$1.70	\$1.85	\$2.00

Lb. Test	35 lb.	40 lb.	45 lb.	50 lb.
Retail	\$2.15	\$2.35	\$2.50	\$2.65

PLATYL



A basic imported monofilament designed and manufactured exclusively for fishing. Small diameter per pound test. Stabilized to control stretch and siliconized. Colors: Water Mist and Multicolor (Camouflage). Put up: 100 yds. on Snap Lock spools; 2 to 40 lb. test, 2 spools or 6 spools in plastic lure box; 50 to 130 lb. test, 6 in a box only. Two Line Savers in each box of 20 lb. test and up.

Mon. Lb. Test	Retail per spool	Mon. Lb. Test	Retail per spool
2 lb.	\$1.25	12 lb.	\$2.65
3 lb.	1.35	15 lb.	3.00
4 lb.	1.50	20 lb.	3.40
5 lb.	1.65	30 lb.	3.80
6 lb.	1.80	40 lb.	4.40
7 lb.	1.95	50 lb.	5.05
8 lb.	2.15	60 lb.	5.70
10 lb.	2.40	80 lb.	6.80
		130 lb.	10.50

SEA 'N' SURF



Braided Dacron® Salt Water line. Absorbs "strike shock." Controlled stretch for instant setting of hook. Fib'r-lubed for longer wear. Colors: Light Sand, Green Spot, Green. Put up: 30-yd. Snap Lock spools, 6 in plastic box. Any length up to 1200 yds. on individual spools. Two free Line Savers in each package.

I.B.F.A.

Class	12 lb.	20 lb.	30 lb.
Lb. Test	12 lb.	18 lb.	27 lb.
Retail	\$1.25	\$1.35	\$1.45

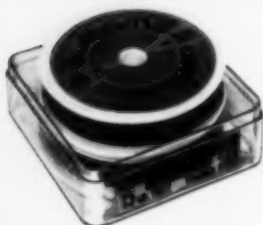
I.B.F.A.

Class	50 lb.	80 lb.	130 lb.
Lb. Test	45 lb.	63 lb.	72 lb.
Retail	\$1.80	\$2.20	\$2.40

*50 Pail polyester fiber

GLADDING CASTING LINES

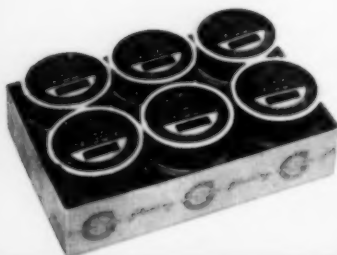
SEE COVER FOR INVINCIBLE... LEADER IN CASTING LINES



DREADNAUGHT

The best of economy braided nylon casting lines. Casts beautifully. Heat-Set for stretch control. Waterproofed for much longer wear. Colors: Black or Multicolor (Camouflage). Put up: 50 yard Snap Lock spools, 2 in vest pocket dispensing plastic box.

Lb. Test	12 lb.	15 lb.	20 lb.	25 lb.	30 lb.
Retail per spool	\$1.05	\$1.10	\$1.15	\$1.20	\$1.25



CASTING LINE ASSORTMENTS

98'ER

Braided nylon, waterproofed and Heat set. Colors: Black or Multicolor (Camouflage). Put up: 50-yard spools, 12 in a box, 6 spools 15 lb. test, 6 spools 20 lb. test.

Retail per spool \$.98

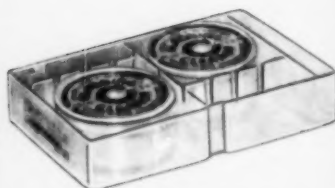
49'ER

Assortment of braided nylon. Each spool holds various lengths of 25 to 49 yards. Tests assorted from 9 to 36 pounds. Colors: Assorted. Put up: 12 in a box.

Retail per spool \$.49

GLADDING SPINNING LINES

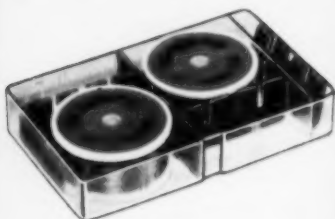
SEE COVER FOR PLATYL... LEADER IN SPINNING LINES



CLEARON

Imported invisible monofilament takes on color of water. Limp, supple, stabilized to control stretch. Color: Water-Clear. Put up: 100-yd. Snap-Lock spools: 4 lb. to 30 lb. test, 2 or 6 in plastic box; 40 lb. test up, 6 in box only. 2 Line Savers in each box of 20 lb. test and over.

Lb. Test	4 lb.	6 lb.	8 lb.	10 lb.	12 lb.	15 lb.	20 lb.	25 lb.	30 lb.
Retail per spool	\$.85	\$1.05	\$1.15	\$1.40	\$1.60	\$1.80	\$1.85	\$2.55	\$3.15
Lb. Test	40 lb.	50 lb.	60 lb.	80 lb.	130 lb.				
Retail per spool	\$3.65	\$4.35	\$8.00	\$8.25	\$8.15				



GLADDING MONOFILAMENT—Soft Spinning Line

The best in domestic soft nylon monofilament spinning and trolling line. Color: Mist Green and Multicolor (Camouflage). Put up: 100 yds. on Snap-Lock spools, 2 in plastic lure box or 6 in large plastic box.

Lb. Test	4 lb.	6 lb.	8 lb.	10 lb.	12 lb.	15 lb.	20 lb.	25 lb.	30 lb.
Retail per spool	\$.85	\$.95	\$1.05	\$1.15	\$1.30	\$1.30	\$1.70	\$2.10	\$2.90

GLADDING MONOFILAMENT—Soft Trolling Line

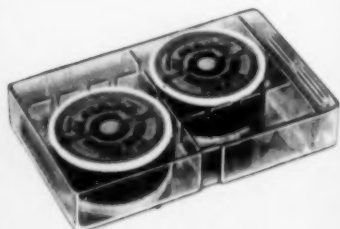
Put up: 100 yds. on Snap-Lock spools, 6 in a large hinge top plastic box.

Lb. Test	25 lb.	30 lb.	40 lb.	50 lb.	60 lb.
Retail per spool	\$2.10	\$2.50	\$3.00	\$3.50	\$4.00

L-BI—NYLON MONOFILAMENT

Color: Aqua Blue. Put up: 100 yds. on Snap-Lock spools, 12 in display box.

Lb. Test	4 lb.	6 lb.	8 lb.	10 lb.	12 lb.	15 lb.	20 lb.	25 lb.	30 lb.	40 lb.
Retail per spool	\$.40	\$.45	\$.50	\$.60	\$.70	\$.85	\$1.00	\$1.25	\$1.50	\$1.75



MONOBRAID

Braided nylon monofilament that floats. Casts further, smoother. Fib'r-lubed for longest wear, Heat-Set for controlled stretch. Easy to handle on spinning reels. Color: Mist Green or Multicolor (Camouflage). Put up: 100 yds. on Snap-Lock spools, 2 in plastic lure box, or 6 in large plastic box.

Lb. Test	4½ lb.	6 lb.	9 lb.	12 lb.	15 lb.	20 lb.	30 lb.
Retail per spool	\$2.40	\$2.40	\$2.50	\$2.60	\$2.80	\$3.00	\$3.50

GLADDING "CLOSED FACE" LINES



Measured to fit all popular closed-face reels. Last 20 yards of each line a Bright Red to give ample warning that angler is reaching the end of his line. Put up: Each line in individual plastic vest pocket dispensing box.

GLADDING PLATYL

Color: Water Mist	Lb. Test	6 lb.	8 lb.	10 lb.	12 lb.
	Yds. per spool	150 yds.	110 yds.	90 yds.	80 yds.
	Retail	\$2.70	\$2.35	\$2.15	\$2.10

MONOBRAID

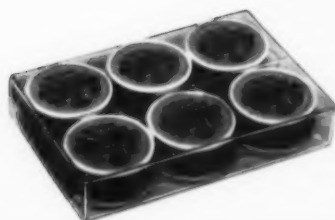
Color: Mist Green	Lb. Test	6 lb.	9 lb.	12 lb.
	Yds. per spool	90 yds.	65 yds.	50 yds.
	Retail	\$2.30	\$1.75	\$1.45

CLEARON

Color: Water Clear	Lb. Test	6 lb.	8 lb.	10 lb.	12 lb.
	Yds. per spool	135 yds.	105 yds.	85 yds.	70 yds.
	Retail	\$1.55	\$1.35	\$1.30	\$1.20

GLADDING SALT WATER LINES

SEE COVER FOR SEA 'N' SURF... LEADER IN SALT LINES



DONEGAL

Nylon squidding line, Fib r-lubed for long wear and easy casting to great distances. Heat-Set to control stretch for solid hooking. Colors: Sand, Green, Green Spot. Put up: 50 yds. on Snap-Lock spools, 6 in hinged plastic box. Any length up to 1200 yds. on individual spools.

I.B.F.A. Class	20 lb.	30 lb.	50 lb.	80 lb.	130 lb.			
Lb. Test	14 lb.	18 lb.	27 lb.	36 lb.	45 lb.	54 lb.	72 lb.	117 lb.
Retail per spool	\$1.25	\$1.35	\$1.45	\$1.80	\$1.80	\$2.00	\$2.40	\$3.30



BEACHCOMBER

Nylon stripper line, braided tight for greater reel capacity. Tough, water-proof line. Heat-Set for easy casting, quick hooking. Color: Sand or Green. Put up: 50 yds. on Snap-Lock spools, 6 in a box.

Lb. Test	18 lb.	27 lb.	36 lb.	45 lb.	54 lb.	63 lb.
Retail per spool	\$1.00	\$1.10	\$1.20	\$1.35	\$1.50	\$1.60



DONEGAL-LINEN CUTTYHUNK

Made of the finest 50's tea Courtial linen with the least stretch, maximum strength when knotted. Color: Green Spot, Natural, Green. Put up: 50 yds. on Snap-Lock spools, 6 in hinged plastic box. Any length up to 1200 yds. on individual spools.

I.B.F.A. Class	20 lb.	30 lb.	50 lb.	80 lb.	130 lb.		
No. Threads	6	9	12	15	18	24	39
Lb. Test	18 lb.	27 lb.	36 lb.	45 lb.	54 lb.	72 lb.	117 lb.
Retail per spool	\$1.40	\$1.50	\$1.80	\$1.85	\$2.05	\$2.50	\$3.50

GLADDING BOW FISHING LINE



BOW FISHING REPEATER

Provided with bow holder. Spool attaches and separates from holder with slight twist of wrist. Repeating action. Firmly braided nylon reels off spool easily. Waterproofed and Heat-Set. Color: Visible Orange. All spools 25 yds.

PUT UP:

NO. 1 — 1 SPOOL, 1 HOLDER IN BOX

Lb. Test	75 lb.	99 lb.
Retail per box	\$2.35	\$2.50

NO. 3 — 1 DOZ. SPOOLS, 1 DOZ. HOLDERS IN BOX

Lb. Test	75 lb.	99 lb.
Retail per set	\$2.25	\$2.40

NO. 2 — 3 SPOOLS, 1 HOLDER IN BOX

Lb. Test	75 lb.	99 lb.
Retail per box	\$4.95	\$5.40

NO. 4 — Refills — 1 DOZ. SPOOLS IN BOX

Lb. Test	75 lb.	99 lb.
Retail per spool	\$1.35	\$1.50

GLADDING TACKLE BOX DISPLAY

A PROFITABLE DISPLAY

FREE
TACKLE BOX
with Invincible
or Gladding Platyl



A beautiful \$7.50 plastic Tackle Box supplied free with any 24 spools of Gladding Platyl Monofilament or Gladding Invincible Casting Line.



BEACHCOMBER

Sturdy wire counter display. Holds 4 dozen 50 yard Snap Lock Spools of Beachcomber Striper Line. One dozen each 18, 27, 36, or 45 lb. test. All lines prepriced.

List per Display: **\$55.80**



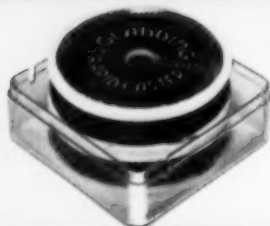
DREADNAUGHT

Attractive self service dispenser holds 4 dozen pre-priced spools of Dreadnaught nylon casting line. 1 dozen each 12, 15, 20 and 25 lb. test. Color: Black or multicolor (Camouflage).

List per Display: **\$48.20**

Other combinations of sizes available on request.

GLADDING SPECIAL FUNCTIONAL LINE



RAPID CASTER

Braided nylon spinning and casting line. Fib'r-lubed for longer wear, Heat-Set to control stretch on strike. Color: Salt & Pepper. Put up: 100 yds. on Snap-Lock spools, 2 in dispensing plastic box or 6 in plastic box.

Lb. Test	4 lb.	6 lb.	8 lb.	10 lb.	12 lb.	14 lb.	17 lb.	20 lb.	25 lb.	30 lb.
Retail per spool	\$2.20	\$2.20	\$2.20	\$2.25	\$2.35	\$2.45	\$2.60	\$2.75	\$3.00	\$3.25

GLADDING ASSORTMENTS



BLUE CATFISH LINE

Heavy duty, braided nylon line. Tests vary from 54 to 108 lbs. Each spool marked with pound test. Color: Assorted. Put up: 50 yd. spools, 12 in box.

Retail per spool: **\$.75**

25 FATHOM NYLON LINE

Assortment of regular salt water nylon line. Tests vary from 18 lbs. to 72 lbs. Each spool marked with pound test. Color: Assorted. Put up: 50 yd. spools, 12 in box.

Retail per spool: **\$.75**



GLADDING LEADERS AND LEADER MATERIAL



PLATYL KNOTLESS TAPERED LEADERS

Smoothly tapered leaders of imported Gladding Platyl with dull finish. Color: Water Mist and Multicolor (Camouflage) with different colored end loops to identify sizes. Put up: 1 doz. leaders of a size and color in plastic box.

	Sizes 6X to 0X 7½ foot Trout Leaders	Sizes 6X to 0X 9 foot Trout Leaders	Sizes 8/5 and 6/5 9 foot Salmon Leaders
Retail each:	\$.60	\$.75	\$ 1.00

PLATYL KNOTLESS TAPERED SPINNING LEADERS

Reverse taper leaders to be used on spinning lines. Color: Water Mist. Put up: 1 doz. of a size in plastic box. Length: 7 feet. Sizes 2X, 0X, and 8/5.

Retail each: \$.60

PEG BOARD ASSORTMENTS



GLADDING PLATYL

6, 8, 9, or 12 dozen sizes of your choice on free peg board dispensing display.

List per 6 Peg Board	\$25.20
List per 8 Peg Board	\$33.60
List per 9 Peg Board	\$37.80
List per 12 Peg Board	\$50.40
Refills: 1 doz. of a size	
List per doz.	\$4.20
Retail per coil:	\$.35

CLEARON

Any 6 or 9 dozen sizes of your choice on free peg board.

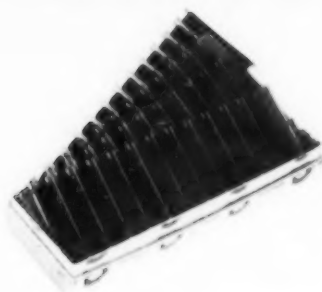
List per 6 Peg Board	\$21.60
List per 9 Peg Board	\$32.40
Refills: 1 doz. of a size	
List per doz.	\$3.60
Retail per coil:	\$.30

GLADDING MONOFILAMENT

Any 6, 8, 9, or 12 dozen sizes of your choice on free peg board.

List per 6 Peg Board	\$18.00
List per 8 Peg Board	\$24.00
List per 9 Peg Board	\$27.00
List per 12 Peg Board	\$36.00
Refills: 1 doz. of a size	
List per doz.	\$3.00
Retail per coil:	\$.25

GLADDING 10 YARD WINDERS



BAIT CASTING LINE ASSORTMENT

Regular braided nylon casting line. Assorted colors and sizes. 10 winders on a card. 10 cards in a box.

Retail per winder: \$.15

HANDY 10-YARD WINDERS

Gladding regular braided casting line. Assorted colors. 12 winders on a card. 4 cards in a box. 12, 20 or 30 lb. test.

Retail per winder: \$.15

BRAIDED SPINNING LINE ASSORTMENT

Regular braided spinning line. Tests vary from 4 to 10 lbs. Assorted colors: 10 winders on a card. 10 cards in a box.

Retail per winder: \$.10

ICE FISHING LINE

Braided nylon. Colors: Green or Natural. 12 winders on a card. 4 cards in a box. 54, 63, or 72 lb. test.

Retail per winder: \$.15

DOUBLE DUTY BRAIDED SQUIDDING LINE

Braided nylon coreless line. Colors: Green or Natural. 12 winders on a card. 4 cards in a box. 18, 27, 36, 45, 54, or 63 lb. test.

Retail per winder: \$.15



IF IT'S GLADDING
IT'S GUARANTEED

B. F. GLADDING & CO., INC., SOUTH OTSELIC, NEW YORK

All right! WHY buy builder's hardware
direct from *National of Sterling?*



Speed up Sales and Stock Control

...WITH NATIONAL'S VISUAL PACKAGING,
PICTO-GRAPHIC LABELING AND
NEW DECIMAL PACKAGING

It all adds up to faster turnover when you handle the line that's paced for today's market! Your sales people can select the *right* item with less waste motion ... your customers SEE what you have to sell (and it stimulates impulse sales). Another advantage: you save on inventory and accounting procedure.

Join the swing to "National of Sterling"!

WRITE FOR FREE CATALOG TODAY

NATIONAL MANUFACTURING CO.

17901 First Ave. Sterling, Illinois



section on the automatic electric door operators are included in the catalog also. Industrial Door Division, Richards-Wilcox Manufacturing Co., 217 Third St., Aurora, Ill.

Write in No. B47 on card, Pg. 91

Display Attachments. A colorful catalog featuring Vizuclips, display attachments for perforated panels, is available. The catalog shows a complete selection of Vizuclips for displaying all types of merchandise on either 1/4" or 1/8" panels. Easy to attach and trim, Vizuclips will not chew or cut the panels. Many items are offered in a new economy finish called Darlite. Catalog number is 400A. L. A. Darling Co., Bronson, Mich.

Write in No. B48 on card, Pg. 91

Garden Hose. Catalog sheets give full information in Biltrite vinyl and rubber Garden Hose, as well as Biltrite Triple-Tube Flexible Sprinklers. The sheets are in full color and well illustrated. American Biltrite Rubber Co., P. O. Box 1071, Boston 3, Mass.

Write in No. B49 on card, Pg. 91

Correction

On page 35 of the November issue, the Trademark Ping Pong was used improperly in describing table tennis equipment. SOUTHERN HARDWARE regrets this misuse of the registered brand name of products manufactured by Parker Brothers, Inc., Salem, Mass.

Department Analysis for Profitable Lines

(Continued from page 36)

crease in volume from the catalog," Fischer explained.

The store is 33 feet wide by 86 feet deep with an adjoining garden shop 25 feet by 50 feet with an overhead garage door and a roof of green translucent plastic permitting a play of sunlight over garden supplies.

So much emphasis is given in this store to items and lines with larger margins that after a good deal of study, a system has been devised to analyze turnover and profits by departments and lines. Breaking down the store into eight departments, Springfield Hardware and Paint now has a cash register with a key for each department. A price tag sticker sys-

tem handled by machine will have the sales price, cost, source of supply, date of purchase on each item of merchandise so that there will be no doubt in a checker's mind as to which key to hit. A rubber stamp indicates department number.

"We look upon the system as a means of analyzing what each department brings in. Accordingly, we can give store space to each department in proportion to its requirements," Fischer continued. "The system is expected to reveal also merchandise lagging in turnover, merchandise in need of stimulation, merchandise that should be discontinued, etc."

Springfield Hardware and Paint relocates merchandise and departments continually. An item or line within a department may move from a minor inconspicuous location to a major traffic lane and recede again as the season brings a tapering in sales. Relocating a department into a prominent place may be needed to stimulate sales.

Fischer believes in buying short only to the degree where it will not hurt a dealer. If a dealer gets a 50% discount, he must buy in large quantities in order to get freight prepaid, but a large inventory that is not turning fast enough may lose money for him.

"We have found that a number of wholesalers are trying to work along with dealers and where formerly a 50% discount was given, they will give a higher discount today. However, I have learned through talking it over with other dealers that many of them do not take advantage of this opportunity to increase margins. Products that cost them 67 cents that should be sold for 98 cents are still sold for 89 cents."

Fischer computes all overhead on a percentage of volume. He figures a certain percentage for payroll, a certain percentage for advertising, etc.

"If my sales staff comprises 15 percent of my overhead, and the addition of another man brings payroll to 17 percent, then the two percent increase would have to come out of my profit. We therefore watch sales volume to see that it has increased proportionately in order to absorb that two percent.

"In other words, I want to hold my payroll to a maximum of 15 percent of gross."

Fischer does not believe a hardware store can be entirely self-service. Though he places 100 percent of his stock on the sales floor

with no reserve storage—except for a 20-foot by 15-foot shed in the rear for fertilizer, insecticide, and grass seed—he does not expect his customers to serve themselves completely. His sales staff approaches each customer and stays with him only long enough to see that he has found what he wants and knows how to use it, but he leaves him with the impression that he is available at all times.

"We keep as many salesmen as our percentage of payroll in overhead permits. We have one full-time boy who does pricing only, but he places merchandise in its respective department leaving it to the salesmen to put away. This is very important since the salesmen must know what is in stock and where it is located," Fischer explained. "It would be useless for the pricing clerk to put merchandise away when he is not doing the selling."

Springfield Hardware and Paint carries an average inventory of \$35,000 cost. The store manager does all buying and pricing except for paint. Fischer does all the book work.

"A neat, attractive, well-stocked store on view to the public behind its large glass front is a traffic stimulant in itself. We do not go in for sidewalk displays because we want to preserve our neat, orderly appearance. Moreover, we want to draw people into the store, not have them stop in the entrance.

"When we put the green plastic fluted roof over our entire garden shop, it was the best thing we ever did, even though maintenance is a little difficult.

"The sunlight streaming through the roof casting a greenish glow over garden supplies is a tremendous drawing card. When we raise the overhead garage doors, it puts our entire garden shop on an outdoor display. Sales volume jumps as a result."

Expanding Market for Wholesalers

(Continued from page 40)

sales of merchandise in this line account for slightly more than 10 percent of annual volume.

In this study of the lines handled, 35 products were included, and survey replies revealed that a number of these products are handled by all participating wholesalers. Such products as lawn

the most complete line of lawn-sprinkling equipment ever offered...

NELSON

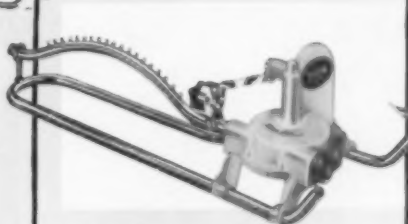
"RAINMAKERS" ... are profitmakers!

A complete line provides an exact match for any sprinkling need... guaranteed quality manufacture assures satisfaction... pre-selling advertisements reduce sales expense and selling costs... these features make Nelson Rainmakers your best bet for profit!



the right size...
the right type...
the right price...

- Trigger Nozzles
- Shut-off Couplings
- Whirling and Oscillating Sprinklers... from \$2.00 to \$13.95
- "Perfect Clinching" Menders, Couplers
- "Replaceable" Plastic Hose Couplings, Menders
- Stationary Sprinklers
- Nozzles
- Sprays
- Washers
- Hose Accessories



The popular Nelson Dial-a-Rain®

A trouble-free water motor drives the oscillating sprinkler bar smoothly, efficiently—even at low water pressures. A simple, foolproof dial selects the sprinkling pattern. Areas up to 2400 sq. ft. are covered evenly, without runoff. Rustproof and guaranteed.

Nationally advertised at
\$13.95



The best-selling Nelson CAPRI®

Modern, oscillating sprinkler that can cover areas up to 2,000 sq. ft. with a rainlike spray. A convenient dial sets the watering pattern and area of coverage. Rustproof sled base makes moving easy. Action of nylon gears is visible through clear plastic in motor housing. Guaranteed.

Nationally advertised at
\$9.95

be a profitmaker with Nelson "Rainmakers" - order a stock today!



L. R. NELSON MFG. CO., INC.

Manufacturers of quality sprinkling equipment since 1911

® Peoria, Illinois

Single - Handed Installation

REPUBLIC BLUE RIDGE STEEL ROOFING

It's a fact—Republic BLUE RIDGE Steel Roofing is so easy to lift and carry that your customer can handle an entire roofing job all by himself. Show him a sheet and let him lift it. Show him there's no need to hire costly extra help for installation. You'll be surprised at the big selling advantage this simple BLUE RIDGE "plus" can bring you!

Here's another fact: Republic BLUE RIDGE is precision-formed from strong, ductile steel. It lays flat, nails flat, and *stays* flat on the roof with no cracking at nail holes. BLUE RIDGE is the *only* standard drain-type roofing that can be nailed on all five V's for top protection against high winds and storms.

Explain this fact to your customers, too: Poultry and livestock gains stay high, and stored crop quality is maintained better when

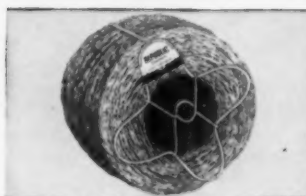
buildings are kept cool during hot weather. Tests show that white painted galvanized steel roofing gives lower interior temperatures than any other standard roofing. BLUE RIDGE sheets painted white provide this low-cost heat protection.

Republic BLUE RIDGE'S channel and rib stiffener design blocks seepage of wind driven rain, stops siphoning, permits use of BLUE RIDGE with any V-drain type or standard V roofing. It is also fireproof, verminproof, and rotproof. BLUE RIDGE makes excellent *siding*, too—another important sales opportunity.

Republic BLUE RIDGE Steel Roofing has a heavy (1.25 ounce) Certified Full Weight Galvanized Coating . . . is manufactured in 29, 28, 26, and 24 gages to meet any customer's requirements. Contact your Republic representative now.

Mail Coupon at Lower Right for Full Information

OTHER REPUBLIC PRODUCTS FOR SOUTHERN FARMS AND HOMES



Galvanized barbed wire
in all popular
styles.



Precision Wound®
Automatic Baler Wire
for high speed balers.



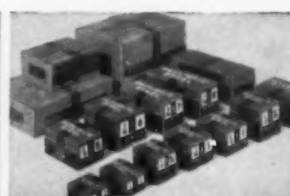
Flexible plastic pipe for
wells, water lines, stock
waterers, and irrigation.



Tough, strong, woven wire fence
in all popular styles
and sizes.



A complete range of
wire nails for
every requirement.



All types and sizes of
high-quality nuts and bolts.

Creates Customer Demand!



REPUBLIC STEEL



*Manufactured in the South
for Southern Farms*

GENERAL OFFICES—CLEVELAND 1, OHIO • SOUTHERN PLANT—GADSDEN, ALABAMA

REPUBLIC STEEL CORPORATION
DEPT. SH-6406 R
1441 REPUBLIC BUILDING • CLEVELAND 1, OHIO

Please send more information on:

- | | |
|---|---|
| <input type="checkbox"/> BLUE RIDGE Roofing | <input type="checkbox"/> Nails |
| <input type="checkbox"/> 13½ Gage High Strength Barbed Wire | <input type="checkbox"/> Plastic Pipe |
| <input type="checkbox"/> Automatic Baler Wire | <input type="checkbox"/> Nuts and Bolts |
| <input type="checkbox"/> Woven Wire Fence | |

Name _____ Title _____

Company _____

Address _____

City _____ Zone _____ State _____

No. 212
Trowel



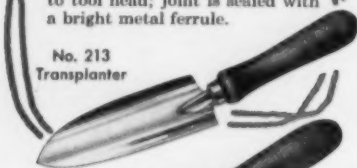
New!

TRUMP *Estate* Chrome-Plated GARDEN TOOLS

Here's a new line of chrome-plated garden tools for the "economy-minded" quality buyer.

Trump Estate tools are exceptionally well balanced. They are made in the United States of heavy gauge steel, triple chrome plated (copper, nickel, chrome) for longer life and greater eye-appeal. Dark, hardwood handles are comfortable to hold and to use. Handles are firmly anchored to tool head; joint is sealed with a bright metal ferrule.

No. 213
Transplanter



No. 209
Fork



No. 235
Cultivator



New Trump Estate garden tools are "bargain" priced for volume sales at full profit. Order the complete line from your wholesaler.

Also: Trump Deluxe 400 Series
Trump 800 Series • Trump 700 Series

ANIMAL TRAP COMPANY OF AMERICA

Littitz, Pa. • Pascagoula, Miss. • Niagara Falls, Ontario

mowers, garden hose, garden tools, and accessory items, are, in fact, virtually staple merchandise in southern wholesale houses.

As could be expected there is a close correlation between retailers and wholesalers in the lines handled. One exception is in the case of seed, a line of products handled by only 11 percent of the reporting wholesalers, but stocked by 64 percent of southern hardware retailers.

It will be noted that percentage-wise the number of wholesalers handling certain lines will be greater in many instances than their retail customers. Their reason for this is that wholesalers number such a wide variety of retailers among their accounts, including such outlets as general stores, farm equipment stores, department stores and specialty stores.

The further development and refinement of the power mower has made it a must with most property owners. As a natural result of the expansion of this market, power mowers presently account for the heaviest volume of sales in the garden supplies line.

In the survey southern wholesalers were asked to list those products on which their sales volume is heaviest. Power mowers were listed by 74 percent of the reporting wholesalers with 56% of these replies specifically indicating rotary mowers. An additional 17 percent merely referred to "lawn mowers." In all then, 92 percent of reporting wholesalers mentioned mowers. Garden hose was listed by 30% of participating wholesalers as accounting for a heavy volume of sales, while handled steel goods were mentioned by another 20 percent. Other products mentioned as sales leaders, but by only small percentages in each instance were: insecticides, hand tools, garden tillers, wheelbarrows, power edgers, and garden tractors.

Southern hardware wholesalers—like their retail customers—have a long sales season on the products comprising this line of merchandise. Of those wholesalers returning a questionnaire, 65 percent indicated that the bulk of dealers, orders for these products are placed in the months of January, February, and March. An additional six percent reported receiving the bulk of dealer orders in the April to June period, while 29 percent stated that their dealers customarily place the heaviest orders for lawn and garden supplies in the September to December

period.

While the bulk of dealer orders are concentrated in the periods given above the sales season knows no abrupt end, these products actually being sold during much of the year.

Among the participating wholesalers, 53 percent reported that their sales of lawn and garden supplies and equipment extends from January through August. For 16 percent sales of these products are made from March through October, while for 23 percent of southern wholesalers the sales season extends from October through August, a period of nine months or more.

The Sales Outlook for Power Mowers

(Continued from page 41)

for their own particular lawns. The race for bigger mowers at less money, therefore, seems to be offset by the desire for proper maneuverability and handling ease in the 21- and 22-inch sizes.

The power lawnmower business is too big to be overlooked by the progressive hardware retailer. It is one of his largest "big ticket" items. Potentially, it represents one of his largest sources of dollar volume and profit. At the same time, since more and more low-priced mowers are being sold through channels outside of the hardware field, we should consider why this is occurring, and what, if anything, the hardware retailer can do to reverse this trend.

A price mower is designed for only one purpose: to provide the lowest price on the market. Producing a price mower means removing something in the way of design, quality, program, advertising or allowances: something's got to give. At the same time, the hardware retailer, who depends on repeat business from customers in his local neighborhood, cannot afford to sacrifice any of the things inherent in a quality line as compared with a price line.

The hardware retailer should understand that he will never have the lowest priced merchandise in his area. He cannot buy in sufficient volume to compete with department or chain stores, and he cannot afford to sacrifice the various services he offers to his customers in order to sell a low-priced mower with correspondingly low markup.

(Continued on page 82)



HAGER



America stops to look...
and **BUYS!**

**THE PAUSE---
THAT SELLS MILLIONS OF SEE-THRU CARDS!**

This is modern merchandising—Hager packaging shining hardware on midnight black cards with a bulls-eye red signature that cashes in on 109-year-old Hager brand familiarity.

No wonder today, Hager is America's No. 1 line in carded hardware!

Ask your jobber or write for full information today.

Hager

EVERYTHING HINGES ON *Hager!* • C. HAGER & SONS HINGE MFG. CO., ST. LOUIS 4, MISSOURI

5

profit-making reasons



why more dealers are selling

CAMPBELL CHAIN

SELF-SERVICE DISPLAY MERCHANDISERS

1 "Blue Temper" Merchandiser—two-way display for counter or aisle. Complete welded chain department in one square foot of space. Attractive Reel Display Unit. Bins for accessories at top. Chain cutter attached. Broad variety of assortments available. Cam-Pails—footage pack—all-steel, water-resistant, clearly marked for identification of contents.

STRATEGICALLY LOCATED WAREHOUSES

2 Assure you prompt delivery and service. Back-up stocks are maintained in a nation-wide network of warehouses.

NEW BLUE TEMPER® PRE-CUT PACKAGED CHAIN

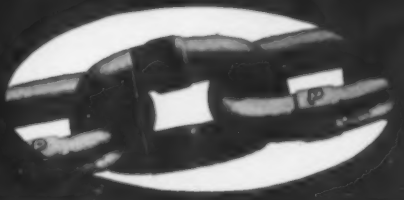
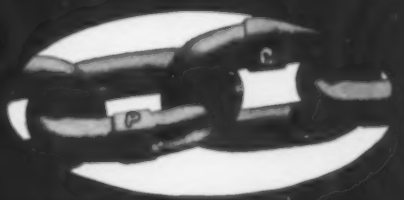
3 Rich blue color . . . tempered right into the chain itself. Proof Coil Chain— $\frac{3}{8}$ ", $\frac{1}{2}$ ", $\frac{5}{8}$ ", $\frac{3}{4}$ "—pre-cut to lengths of 10', 15', 20', 50' and 100'; pre-packed for self-service display; clean—no more dirty handling; labeled for instant identification of grade and size.

NEW "HALLMARK" CHAIN—permanently identified 3 ways!

4 BY MAKE—the Campbell "C" in relief on every other link.
BY GRADE—the grade mark is on every other link.
BY 5' INTERVALS—marked and color-coded for quick, exact measurement.

"MEASURE-MARK" CHAIN—originally introduced by Campbell

5 Marked exactly every 5 feet . . . for quick, accurate measurement. Color-coded for instant identification of chain grade. Inventory labels are color-coded, too. Green—Proof Coil; Red—BBB; Blue—High Test; Orange—Cam-Alloy.



Get complete information from your Campbell wholesaler or write direct.

CAMPBELL CHAIN *Company*

Factories and Warehouses: York, Pa.; W. Burlington, Iowa; E. Cambridge, Mass.; Atlanta, Ga.; Houston, Texas; Chicago, Ill.; Portland, Ore.; Seattle, Wash.; Los Angeles, Sacramento, San Francisco, Calif.

Makers of Famous CAMPBELL Jiffy Lug-Reinforced TIRE CHAINS

**CAMPBELL
CHAIN**

The price situation is more apparent in the larger cities than in the rural areas. For this reason, it becomes increasingly difficult for the independent retailer to compete effectively with the larger buying concerns in the metropolitan section. In the rural areas, the dealer has built his business on personal contact, reputation and the integrity he has shown with his friends and neighbors in a small community. This is all the more reason why he cannot afford to sell a price unit to his customers.

Rural or urban, the only answer for the independent hardware re-

tailer is to capitalize upon those assets in which he ranks head and shoulders above the chain, the department store and the catalog house. The personal contact, the expert advice, the close availability and the guarantee of satisfaction are important to customers purchasing quality equipment; and these are an independent dealer's strongest points.

Without a doubt, the independent retailer looks with envy on the catalog houses because of the substantial volume these stores are doing. It seems worth pointing out, therefore, that the catalog house

has actually been doing a better job of "selling up" than the independent dealer. Some catalog houses, for example, have increased their average dollar sale by as much as \$15 to \$20 per unit at a time when the independent retailer's average unit dollar sale was decreasing. Too many dealers, having forgotten how to sell, have been caught in a price battle which, if continued, can only mean disaster for the independent retailer.

With quality merchandise you have a great many things to sell over and above price. You can sell a distinct pride of ownership in a good and respected product which is very important to most people. You can explain that a quality piece of merchandise has a longer life with less frequent repairs and, over a period of time, will provide greater savings. Don't forget, there is less depreciation on a quality product — which again means greater savings. The quality product also offers greater efficiency which is important in the minds of today's customers.

The Southern dealer has a special advantage. With the South's longer growing season, the mower gets more use than in other sections of the country. This means that a cheap mower will give trouble sooner and require replacement earlier. For that reason a quality mower can be made even more attractive to the Southern home-owner, who will use it most of the year, than to the Northern buyer, who uses it only about half the time.

Remember, too, that power mowers of the rotary type normally have a life span of three to five years, while reel-type mowers in general last from five to seven years. This means a growing replacement market. Even today 80 percent of all power mower sales are being made to owners who have previously had a power mower, and only 20 percent to customers who had never owned this type of unit. Replacement buyers are especially conscious of the importance of quality.

The independent dealer has an additional distinct advantage in selling self-propelled mowers, trimmer reels, and riding rotaries, all of which show signs of increasing popularity. These more complicated units require specialized selling, proper service and more attention after they have been in use. The larger merchandising centers are not in a position to dem-

Popularity Hint...



Make Friends by Recommending *Gold Medal* SEINE TWINE

Dealer after dealer has built up friendships, patronage and profits by doing it. For the Gold Medal Seine Twines are the favorites of fishermen everywhere. They are the greater value products of America's largest and most experienced manufacturer of fish netting and seine twines.



- GOLD MEDAL COTTON SEINE TWINE...for generations the most popular!
- GOLD MEDAL CONTINUOUS FILAMENT NYLON SEINE TWINE...the finest Nylon twine!
- AND NOW NYAK SEINE TWINE...gives the chief advantages of Nylon at a saving!

ORDER FROM YOUR JOBBER



THE LINEN THREAD CO., INC.
418 GRAND STREET • PATERSON 12, N. J.
Makers of Quality Twine Since 1784

New York • Chicago • San Francisco
Boston • St. Louis • Baltimore • Gloucester

onstrate, nor can they provide the proper know-how in clerk training or service. The independent retailer is missing the boat if he doesn't stock, display and sell hard on these models, on which he has every competitive edge.

The independent hardware retailer has every opportunity to make a healthy profit and move a substantial volume of power mowers in today's market. However, in order to do so he must make certain that he is carrying something he can sell, and that he is using every tool provided by the manufacturer and distributor.

The battle of price can be won. But it isn't going to be won by continuing to lower profit margins, by offering cheap merchandise or by eliminating services. It is going to be won by the independent retailer who, by selling up in quality, exploits those assets where he has the real advantage and where he has a better chance of providing his customers with complete satisfaction.

New Horizon in Garden Tool Selling

(Continued from page 45)

that good tools well-displayed are easy to sell."

"Our tool sales increased 100%; using tool displays with a good first line of garden tools is the major reason of our sales increase."

"This display has sold lots of hand tools that you wouldn't think of. My sales have doubled over last season."

So say three Southern hardware dealers among scores included in a survey of the lawn and garden supply market in the South. And therein lie the basic principles for hardware dealers who want to cash in on this new market—better display, better quality, better volume, better profit.

Modern display units are being used effectively and are available in almost all major lines of garden tools and other garden supplies as well. These displays encourage self-service. They encourage multiple sales by displaying full matched product lines. And they serve to get new items before the buying public which will move in good volume and at good profit.

Don't be afraid to try a new and different item. Dealers have a right to be cautious, for at some time or other they have been stuck with slow-moving items.

We're Advertising To every Homemaker In America.....



THE BEST WAY TO MAKE SALADS IS THE MOULI WAY

Here is the famous **MOULI SUPER SALAD MAKER**. It has 5 interchangeable blades for slicing, chopping, shredding, grating...and shaving ice. Non-slip rubber-tipped fold-away legs...won't scratch. Breaking all sales records at — \$4.98!

Write today to Dept. SH-1 for your **FREE** Mouli "Profit Calculator" and a host of selling tips.

Ride the crest of the greatest trend in history to "Better Health" promotion. We're telling every American that **MOULI-MADE SALADS ARE NATURE'S NATURAL HEALTH BUILDERS...EAT SALADS EVERY DAY.**

Make up a **SALAD HEALTH-CENTER** display today—feature the MOULI line of salad making products.

THE MOULI FAMILY OF FAST SELLERS



JULIENNE SHREDDER
TV sensation! With 4 interchangeable discs for shredding, chopping, slicing — \$2.98



"TRIUMPH" BASKET
Original French Design. Exclusive miracle-mesh links change shape instantly at a touch. Safe for all foods — \$1.49



PARSLEY MINCER
Minces nuts, parsley, mint, herbs or garlic, without flavor loss. No more danger from old fashioned knife chopping — \$1.00



ROTARY GRATER
Grates anything from "soop to nuts." Removable drum for easy cleaning...drum reverses for left or right hand operation — \$1.00

Order the complete line of MOULI salad-making products from your jobber. Cash in on this tremendous movement to "Better Health." Feature MOULI products and enjoy real sales action!



MOULI Manufacturing Corp.

91 Broadway, Jersey City 6, N. J. • Phone: Henderson 5-7267

ARCTIC BOY

portable water coolers



COLD WATER is a HOT item!

If it's not cold, it's not drinking water!
That's your big selling point in ARCTIC BOY
portable water coolers . . . they keep water
refreshingly cold and sparkling clear.

Here's why:

- Inset of **HOT DIPPED** galvanized or stainless steel
- Sparkleen plastic liner is non-toxic, prevents corrosion
- Large opening—easy to ice and clean
- Extra large insulation space
- Popular 2, 3, 5, 10 and 15 gallon sizes

Send for free booklet "Care and Use
of Your Cooler." Write Dept. H-3

SCHLUETER MFG. CO.
ST. LOUIS 7, MO.



But if you are buying a line made by a reputable manufacturer, just remember that he is just as anxious to avoid sticking you with a slow-moving number, as you are to avoid being stuck. Give your customers an opportunity to buy new items in the garden supply field. In most all cases, the manufacturer has tested and tried them, and you will find them good, and profitable.

Modern displays encourage new item sales, as well as the sale of better quality. Most of them are carefully designed with that end in view. The American buying public still prefers quality, if given a chance at it and at a fair price.

(3) *Sell from a garden grouping:* The opportunity for tie-in sales is broader in the garden supply market than any other class of merchandise in today's modern hardware store. For years, hardware dealers have taught their clerks the principle of selling a brush, thinner, steel wool, and sandpaper to the customer who comes in to buy a can of paint. But the opportunities for this time-tested, tie-in sales practice are enormously greater in garden supplies. A current check list shows no less than 83 different classifications of garden goods commonly bought by the public today, ranging alphabetically from "Aerators" for the lawn to "Wheelbarrows."

The most effective retailing of these many items is from a garden center, created by grouping all, or as many as possible, of the garden items in one prominent area of the store, especially during the active gardening season. Because almost everyone "needs a garden tool," it is a good idea to arrange the related merchandise around a complete center display of the most popular lawn and garden implements.

In this way, the customer who comes in for anything from a trowel or garden spade is also exposed to every other kind of digging, cultivating, and lawn tool, pruning shears, sprayers, fertilizers, and so on down a long list of popular and profitable items. Tie-in sales possibilities are almost endless. Lawnmowers and modern mobile tool display fixtures lend themselves admirably to such a plan.

Another benefit from your garden center is the increase in impulse buying and customer self-service, which are always encouraged and enlarged by the open display of related merchandise. It is the most effective selling force

Southland Mowers gives you 2 great lines for '59

dixie

garden pride



to BOOM Lawn Mower Sales!

20 MODELS — ROTARIES, REELS, SELF-PROPELLED,
18 TO 24 INCH CUTS — TO SELL AS LOW AS \$49.95 WITH FULL MARK-UP

DIXIE prestige builder

Here is the finest power mower money can buy. High horsepower engines, mounted on durable cast aluminum bases, give Dixie plenty of zip and go. Offer your customers Dixie and you are offering them prestige . . . you are offering them the "Cadillac" of the power mower field!

GARDEN PRIDE Garden Pride Mowers — surefire sales getters — quality—economy look and operate like much more expensive mowers. All Garden Prides are sturdily designed to match quality with the best. Yet, all are priced to please even the most thrifty customer. Garden Pride will quickly become your quality price leader.

■ "Stand - N - Start" Ntra-Grip handles are offered on most models. Enables you to operate mower from start to finish while standing comfortably.



■ The E-Z-Duzit instant cutting height adjustment offers minimum operating effort. Optional equipment on some models.



■ Dixie's patented safety blade adapter acts as a slip clutch and prevents the blade from coming off regardless of what it may hit.



Dealers throughout the country are now learning what Southerners have long known: There's no greater line of mowers anywhere than Southland's DIXIE and GARDEN PRIDE!

Southland's DIXIE line is your prestige builder, while GARDEN PRIDE offers your customers true quality at economical prices.

CLIP THIS COUPON NOW FOR GREATER PROFITS!

SOUTHLAND MOWER COMPANY, SELMA, ALA.

Gentlemen:

Please send me complete material including price list on DIXIE and GARDEN PRIDE Mowers.

Name _____

Address _____

City _____

State _____

in retailing today.

(4) *Trade up when you sell:* Low-priced and lower quality garden tools which are available today in a limited number of patterns have a place in your merchandising operation. But it is never a leading place. Known in the trade as promotional tools, their use is to show customers that you can match prices with anyone, and to inject a low price special offer into your advertising in order to attract shoppers. But your full profit, and the long range satisfaction of your customers, are gained by selling those customers up to tools of better quality.

In successful selling up, two things are important. Display quality tools as quality merchandise—orderly stock arrangement, brightly lighted, shining clean, and not mixed up with the cheaper quality and odd lot items. Then encourage your sales people to know and sell the advantages of the quality tool—its balance, light weight with strength, the temper and edge of the steel, the one-piece forging, and the smoothness, spring, and grain of the ash handle. There is nothing new or novel in this old tried and true method. It's

still good, and it's profitable; and a few words spoken by a salesman who knows, will help customers to see quality differences that are worth paying for.

(5) *Advertise:* Business comes to the merchant who asks for it. That means advertising. Its principles are simple, but not every dealer applies them.

Some of the best advertising of garden tools and supplies is being done with catalogs and circulars made available through the hardware wholesalers. For dealers who do their own advertising, in newspapers, circulars, radio or TV, materials such as mats, prints and scripts are available from manufacturers.

In general, the most effective advertising by dealers illustrates specific items, high-spots their feature and names their price. Department stores, which are America's smartest retail advertisers, all advertise that way. You will notice that they group related items, feature national brand names, and always advertise goods in season. A smart hardware merchant can't do better than follow those same rules.

(6) *Make no little plans:* No

question about it, the whole country is moving forward to an ever greater future. The population experts have come up with the prediction of more than four million new births a year, so exceeding deaths as to give us a new population increase of nearly three million a year. That's equivalent to nearly a million new households—a growth in which the South will have its fullest share. We are going to see home-owners, and home gardeners, in numbers beyond anything we have witnessed to date. This is the opportunity that challenges every Southern hardware dealer to do his best job of selling, and promises to reward him richly in the years ahead.

More Models Bring Doubled Mower Sales

(Continued from page 51)

joined up with a central service deal.

"But we're going back to our individual service," Gosnell said. "The service we get from the central set-up is fairly satisfactory but slow; by using it we lose contact with our customers."



1. The net is in the handle.
To use, twist handle cap...

2. Pull out net. No fuss, no fumble
...takes only a second...

3. It pops open automatically...
ready to net your prize catch.

AMAZING POP-OUT NET INTRODUCED WITH LANGLEY V.H.Q.* RODS!



New Langley Rods are the very highest quality tubular glass rods that can be made...an honor product from one of America's most dependable fishing tackle manufacturers. Some have the amazing pop-out net. Combined with Langley Reels, they offer American anglers the finest sport in the world. Write for catalog.

Langley

* VERY HIGHEST QUALITY

LANGLEY CORP. • DEPT. 57 • 310 EUCLID AVENUE • SAN DIEGO 12, CALIFORNIA

"Although we were never able to make a service department break even, we have learned that it is worth its cost for the contacts it maintains. The best possible prospect for a new lawn mower is the man whose old mower is about shot and has called a service man to see if he can patch it up.

"Another source of business, through our own service department, is the sale of other yard and garden supplies by regular service contacts. The service man sees that the customer needs a new garden hose, fertilizer or some hoes and rakes, and he suggests these items and frequently makes a sale. This selling opportunity is lost when we don't have our own service department."

Their Sales Plan Wins the Home-Owner

(Continued from page 53)

have made themselves familiar with the product they sell. Hinkle holds sales personnel meetings only when new products, new features that affect new procedures, and new information should be distributed and discussed.

Garden supplies customers make good customers in every department as they return week after week. Beautifying their yards may mean paint for the fences and trellises, fencing, garden furniture, play equipment, outdoor fireplaces and grills.

National Business Built from Home-Made Skis

(Continued from page 57)

Young Nash still holds his prosaic post of housewares buyer and Tinsley, at this writing, is doing a hitch in the Air Corps in Florida. But by muscling in by sheer brilliance on one of the most colorful of outdoor sports, they have proved there is still romance in business—and that youth will be served.

Charles Nash III is a young man of carefully chosen words, and few of them. His partner was not available for comment. But the senior Nash, somewhat proud of the fast business pace set by his son, was willing to commit himself to the opinion that the stripling T and N Manufacturing Co. can easily become one of the leaders in the ski business.

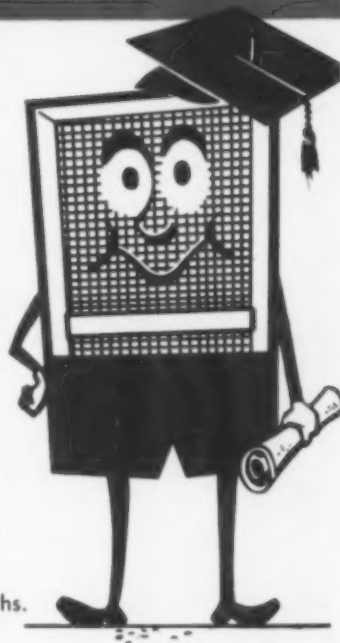
Opal Vinalume
top of its class in
WEATHERABILITY!

Boost your insect wire-screening sales with this New Vinyl-Clad Aluminum Screening!

Opal VINALUME puts a new smiling face on your screening sales! You sell more because you have more selling reasons. For example:

- Vinalume is a proved* winner in weatherability—it resists corrosion by salt-spray, smog, and smoke.
- Vinalume is attractive to the eye, easy to clean.
- Vinalume is light and extremely easy to handle.
- Vinalume lies flat . . . stays taught.
- Vinalume is easy to dispense.
- Vinalume comes in all standard widths.

* Based on tests of impartial laboratory.



PUSH THE FULL *Opal* LINE!

Find out about the promotional aids available to help you sell insect wire screening of every type including Opal Aluminum, Opal Galvanized and Opal Bronze . . . all with the Marked and Measured Edge. Write for full details NOW!

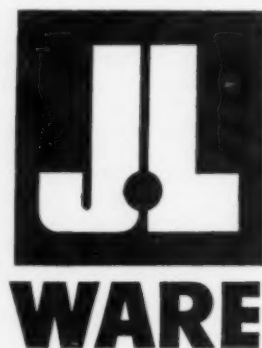
Opal
Registered trade mark of the
New York Wire Cloth Company
York, Pennsylvania

Yes, I'm a Jalware Dealer because

"top quality ware is easy to sell"



You get fast turnover with Jalware, the complete line with extra eye appeal. Every item is priced to sell, built to last longer. Completeness of the J&L line simplifies inventory, ordering and stocking. Over 260 leading jobbers across the country provide fast, dependable delivery. For extra profit, order Jalware today from your local jobber. Or write direct to Jones & Laughlin Steel Corporation, 405 Lexington Avenue, New York 17, New York.



"THE SUBURBAN" GARBAGE CAN

The cans are built to hold up under rugged treatment... look good for years. New cover design wards off heavy blows, has streamlined, clean appearance.

RUBBERMAID

25th

ANNIVERSARY CELEBRATION SALE!

January-February Promotion featuring the fastest-moving regular Rubbermaid items at reduced prices—with full profit margin to you

Sell Savings on These Proved Volume Sellers



No. 1170-1171 DRAINER TRAYS



No. 1201-1202 SINK MATS



No. 1221 SINK DIVIDER MAT



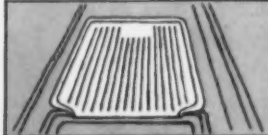
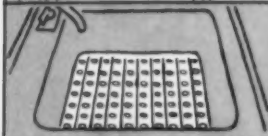

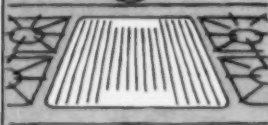
No. 1304-1370 STOVE MATS

SEE OTHER SIDE OF PAGE FOR DETAILS ►

Here are your traffic-building **25**th Anniversary Sale items

Every one of these fast-moving Rubbermaid items are the biggest sellers of their type in the country . . . even at regular prices. They'll go faster than ever during January and February at reduced 25th anniversary sale prices.

REGULAR RUBBERMAID PACKS AND COLORS . . . SPECIAL 25TH ANNIVERSARY PRICES!

	No.	Description	Regular Retail	Special Anniversary Retail For Each	Std. Shp. Ctn.	Shp. Wt.	Colors
	25-1170*	Drainer Tray 15½" x 15½"	\$2.49	\$218	3	9 lbs.	Red, White, Black, Yellow, Pink, Turquoise
	25-1171*	Drainer Tray 16" x 20¼"	\$3.29	\$299	3	13 lbs.	
	25-1201*	Sink Mat 10" x 12"	\$1.19	\$107	3	3½ lbs.	Red, White, Marbleized Black, Yellow, Pink, Turquoise
	25-1202*	Sink Mat 12¼" x 16"	\$1.59	\$138	3	4½ lbs.	
	25-1221*	Sink Divider Mat 10½" x 14"	\$1.49	\$130	3	3 lbs.	Red, White, Marbleized Black, Yellow, Pink, Turquoise
	25-1304*	Stove Mat 13½" x 19¼"	\$2.29	\$197	3	7 lbs.	Red, Marbleized Black, Yellow, Pink, Turquoise
	25-1370*	Stove Mat 16" x 20"	\$2.49	\$218	3	8 lbs.	

*#25 prefix identifies Rubbermaid's 25th Anniversary Sale merchandise. Each item carries a regular Rubbermaid label . . . plus SPECIAL 25TH ANNIVERSARY SALE LABEL. All items are film-wrapped and are packed in shipping cartons clearly identified as special anniversary sale merchandise.

Rubbermaid

25th

Anniversary Sale

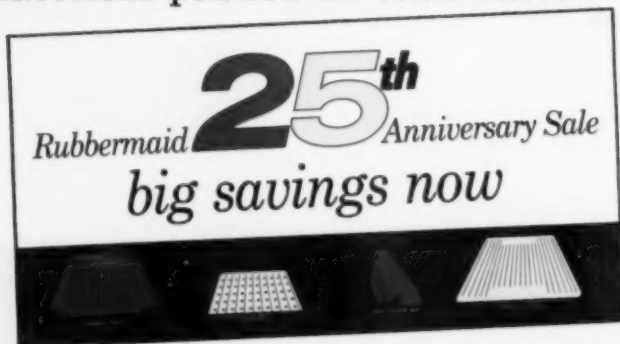
regularly \$159

Now \$138

Plus Sales Tax & Postage

No. 25-1201 - Sink Mat • Rubbermaid Inc., Wooster, Ohio • 1975 © U.S.A.

FREE! Special 25th Anniversary Sale Promotion
Materials packed in each carton of #25-1171 Drainer Trays



Color Banner for window or wall. Size 28" x 14"



Special Rubbermaid 25th Anniversary
Sale Ad Mats . . . feature all 7 big volume items.

ORDER YOUR SPECIAL ANNIVERSARY SALE MERCHANDISE AND PROMOTION MATERIAL NOW!

RUBBERMAID INC., WOOSTER, OHIO

INFORMATION CENTER



BOOKLETS • NEW PRODUCTS • ADVERTISEMENTS

Help yourself to free literature and more details on any products or sales aids mentioned in this issue.

Instead of writing a dozen different manufacturers for free literature and more information on new products, and sales aids, just insert in the appropriate space provided on one of these postage-free cards the key numbers of the items in which you are interested, and drop the card in the nearest mail box.

Use the cards also to get details on any advertisement—just insert the name of the company and page number in the space provided.

Southern Hardware pays the postage!

JANUARY, 1959

Send Information on these SALES AIDS and/or NEW PRODUCTS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send these CATALOGS and BULLETINS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send Information on these ADVERTISEMENTS:

Company _____	Page _____	Company _____	Page _____
Company _____	Page _____	Company _____	Page _____

My Name _____ Position _____

My Company's Name _____

Address (number and street) _____

City _____ Zone _____ State _____

JANUARY, 1959

Send Information on these SALES AIDS and/or NEW PRODUCTS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send these CATALOGS and BULLETINS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send Information on these ADVERTISEMENTS:

Company _____	Page _____	Company _____	Page _____
Company _____	Page _____	Company _____	Page _____

My Name _____ Position _____

My Company's Name _____

Address (number and street) _____

City _____ Zone _____ State _____

**These cards
can help
you get
valuable
information**



Postage
Will be Paid
by
Addressee

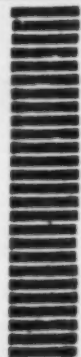
No Postage
Stamp Necessary
If Mailed
in the
United States

BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 882, SEC. 34.9, P. L. & R., ATLANTA, GA.

Southern Hardware

806 PEACHTREE ST., N. E.
ATLANTA 8, GEORGIA



Postage
Will be Paid
by
Addressee

No Postage
Stamp Necessary
If Mailed
in the
United States

BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 882, SEC. 34.9, P. L. & R., ATLANTA, GA.

Southern Hardware

806 PEACHTREE ST., N. E.
ATLANTA 8, GEORGIA





WHY A SINGLE SOURCE* OF MONOFILAMENT IS AN ADVANTAGE TO YOU

***SUNSET, OF COURSE.** Don't complicate your inventory controls! No need to bother with multiple brands when just one gives you a quality line at each price range—quality you can stand behind, depend upon, spool after spool. Sunset gives you that **one** complete-coverage brand, plus...easy one-supplier ordering...faster deliveries...popular-through-premium prices. Let Sunset simplify your monofilament sales!

How Sunset covers monofilament types and price ranges

LINE	STREN new DuPont line	FLEXON exclusive process
List Price	\$2.25	\$1.80
LINE	MERMAID 100% mark-up	CORAL KING original coral color
List Price	\$1.40	\$1.40
LINE	LIMPY limp, small, strong	TX-50 best buy, low cost line
List Price	\$1.00	\$.50
LINE	SPINNER braided monofilament	100-yard spools of 8 lb. test chosen for price illustration purposes.
List Price	\$2.30	



sunset *fishing lines*
PETALUMA • CALIFORNIA FLORENCE • ALABAMA

CASTING • TROLLING • SURF SQUIDDING • MONOFILAMENT • FLY LINES

DEALER SALES AIDS

For more information on these sales aids use the free post card on page 91

Packaged Tank Balls

The Reichert Float and Manufacturing Co., 2250 Smead Ave., Toledo 6, Ohio, is packaging its Spin Seat and Rite Seat Tank Balls in individual boxes, and in dozen-lot counter display cartons.



Both tank balls are made of live rubber for long service and fit all standard tanks. The patented spinning action of the Spin Seat is said to guarantee sure closing, a positive seat always, because it revolves on flushing and seats in a different position every time. The exclusive seam and spud construction of their solderless copper floats and the high impact resistance of their polystyrene plastic floats are features of the complete line of Reichert tank floats.

Literature is available. For more information—

Write in No. G1 on card, Pg. 91

Versamate Display

To display the new Versamate to advantage, Supreme Products Corp., 2222 S. Calumet Ave., Chicago 16, Ill., is packaging it in a clear plastic cover. The cover also serves to protect the tool which is a 7 to 1 speed reducer for portable drills.



To make the package more effective, Supreme packs a small display piece in every shipping carton. In shipment this display simply wraps around the package, giving additional in-transit protection. In the store, it stands erect, demanding attention to the product. For more information—

Write in No. G2 in card, Pg. 91

Pruning Shears Display

Each No. 119 Snap-Cut pruning shear is individually tray packaged in the colorful counter display box



offered by Seymour Smith & Son, Inc., Oakville, Conn. Each tray contains a hardwood dowel so customers can try the pruner before they buy.

The display box has been redesigned to take up 33 percent less space than previous display boxes, the company states. It also prominently features why to buy and how to use information.

The entire Snap-Cut line has been repackaged for 1959. For more information—

Write in No. G3 on card, Pg. 91

Drill Accessories Unit

Ten of its most popular drill accessories are being made available in convenient, easily displayed packages which are designed to fit a compact counter display unit, according to Portable Electric Tools, Inc., 320 West 83rd St., Chicago 20, Ill.



Maroon pegboard and modern wrought iron legs combine to make the display both practical and attractive. It is furnished with six each of five- and six-inch sanding discs, wire wheels, rubber backing pads, lambs-wool polishing bonnets, grinding wheels, 10-piece drill bit sets, adaptor sets, buffing discs and jlg saw blades. All items are carded and skin-packed. For more information—

Write in No. G4 on card, Pg. 91

Wall Fastener Display

A four-color merchandising display for Wing Ding wall screw anchors is made available by Diamond Expansion Bolt, Inc., Garwood, N. J.

The display can be hung from the wall or presented easel style on the counter. It is shipped to dealers complete with one box of 4-SS hollow door fasteners, 10 cards in a box, four Wing Dings per card; two boxes of 4-SL dry wall fasteners, 20 cards in



a box, two anchors per card; and one box of 5-SL plaster wall fasteners, 10 cards in a box, two anchors per card—100 pieces in all. The display card is included free with the dealer purchase of the 100 Wing Ding anchors.

All three Wing Ding sizes—4-SS, 4-SL, 5-SL—are packaged in individual, clear plastic blister packs, and are displayed on hooks projecting in a vertical row from left side of the card.

Hints on where and how to use the Wing Ding around the home are illustrated on the right-hand face of the card.

Designated the 7900-B, the merchandiser is 23½ inches high and nine inches wide. For more information—

Write in No. G5 on card, Pg. 91

Power Tool Merchandiser

Portable Electric Tools, Inc., 320 West 83rd St., Chicago 20, Ill., is offering a display which is described as particularly compact for the display of power tools.

Five of the company's most popular tools are featured: the 7" Saw, ½" Reversible Drill, Oscillating Sander, ¼" Drill, and Jig-Lite Jig Saw. Brief selling points appear close to each tool along with a space for the dealer to insert prices.

Available with the five power tools at no charge, the display is of sturdy metal frame with wood base and top board. Colors are bright red, yellow, and blue. The words "Power Tools" are in bold, bright red letters across the top.



Also included with the free display, at no extra cost, are window and wall streamers for each tool, a general "Power Tool Headquarters" streamer, and a large quantity of hand out brochures. In addition, each tool is tagged with a factual, descriptive folder. For more information—

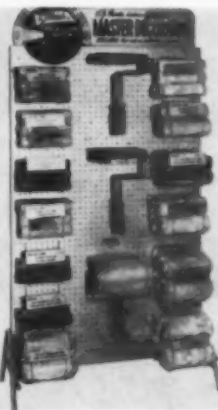
Write in No. G6 on card, Pg. 91

Paint Roller Board

The "Master Decorator" roller board, complete with all types of rollers, handles, and trays for the professional painter, was introduced recently by E Z Painter Corp., 4051 South Iowa Ave., Milwaukee 7, Wis.

The board itself is two sided, rests on metal legs and is of gold background with clear, black type legends. The rollers are of 9" and 12" diameter of both standard diameter core as well as jumbo diameter and are of all the standard fabrics, including Mohair, Natural Lamb's Wool, Pronel, Carpet, Frieze and have the required nap lengths from 7/16" to 1½" nap.

Trays include baked enameled finished 10½" tray and the large industrial hooded tray for large surface jobs, which is large enough to accommodate rollers in the line, up to 18".



The covers and rollers are identified with purpose, name, size and price for self-service as are all other items on the board. For more information—

Write in No. G7 on card, Pg. 91

Water Cooler Carton

The new Igloo Polar King comes packed in a self-merchandising container, the Igloo Corp., Box 8227, Memphis 4, Tenn., announces. The family-sized cooler is all stainless steel construction with complete



plastic lining and has a recessed, no-drip spigot. Holding approximately 2½ gallons, it can double as a seat in a boat or at camp.

The Polar King carton, with alternate sides of white and blue, illustrates the many uses for the cooler, such as fishing, camping, boating and picnicking. The cartons can be arranged checkerboard fashion to tell the sales message. For more information—

Write in No. G8 on card, Pg. 91

Sprayer Demonstrator

A portable demonstration tank, designed as an aid in demonstrating its line of sprayers, is announced by the Hayes Spray Gun Co., 98 North San Gabriel Blvd., Pasadena, Calif.

The tank is patterned after the large demonstration equipment formerly used. The various units which fit into a convenient carrying case can be assembled and set up in a few minutes. The assembled unit measures approximately 28" long, 14" wide, and 5" deep.

A separate pump is provided to recirculate the water from the tank through the sprayers. No outside water connection is necessary. The entire unit including loaded case and pump weighs only 65 lbs.

By using the new portable demonstrator, the dealer can show the actual operation of the various sprayers including the siphoning of



the spray material, the mixing and proportioning principle, the types of spray delivered, mechanical features, etc. For more information—

Write in No. G9 on card, Pg. 91

Chain Packs

Chain Packs, 100 pound containers of Nixdorff-Krein chain, are designed to make the product easily identifiable, according to the Nixdorff-Krein Manufacturing Co., 916 Howard St., St. Louis 6, Mo.



Different colored labels and easy-to-read printing identify the size and type chain in the Chain Pack. Footage in the pack varies with the size chain, and the full length is marked on the label.

In addition, Nixdorff-Krein offers the Merchandizer to display and sell lighter chain such as is commonly purchased in short lengths through hardware stores. For more information—

Write in No. G10 on card, Pg. 91

Packaged Screws

A new time-saver package for selling small screws, Delta-Paks, was introduced recently by Delta-American Screw & Manufacturing Corp., 2177 Scranton Rd., Cleveland 13, Ohio.

The Delta-Paks may be used on the shelf, in drawers, or bins, and a Pak pulled out as the customer requests it.

The Pak contains 10 screws, five only in the larger sizes, in a transparent container. A screw silhouette appears on every package face, picturing the exact type and size of screws in that particular package.



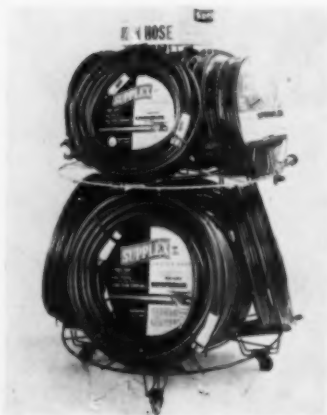
Screws are packed 100 per carton, in 10 transparent Paks, except where larger screw sizes cut Pak quantities to five pieces to keep Pak retail prices within the .08 to .20 price range. Forty-one fastest moving sizes of Wood screws and Tapping screws are currently available, with additional items to be announced. All screws are plated and of quality production. For more information—

Write in No. G11 on card, Pg. 91

Hose and Sprinkler Rack

A circular rack for displaying Supplex Garden Hose and Flexible Sprinkler is being offered by the Supplex Co., Garwood, N. J.

The colorful display unit is designed for impulse sales, and may be moved from traffic spot to traffic spot on its free wheeling casters. The entire unit measures 26½ inches in diameter and



stands 42 inches high, comes knocked down for easy assemblage and storage.

Cost of Supplex Display Rack to dealers is \$10. For more information—

Write in No. G12 on card, Pg. 91

Board and Fixtures

Turnbuckles, Inc., Michigan City, Ind., is introducing a self-service merchandiser designed to stimulate the sale of the company's line of Easy Hang fixtures for perforated board. Known as the K-5 Merchandiser, it holds 23 of the new bubble-



packed and card-mounted fixtures, 10 each of the TE-35 and TQ-1 standard boxes, 250 stabilizers and four sizes—90 square feet—of perforated board.

The K-5 stands 54" high and occupies a floor space 24" wide and 21" deep. The unit completely stocked with merchandise weighs 190 pounds.

Literature and prices are available, without obligation. For more information—

Write in No. G13 on card, Pg. 91

Spinning Lure

The Airex Corp., 411 Fourth Ave., New York City, is now mounting many of its spinning lures on bubble





No. 370
No. 371

A great Meisselbach fly reel design brought to rugged perfection by Airex . . . in five handsome versions, each the finest fly reel . . . the finest buy reel in its price range.

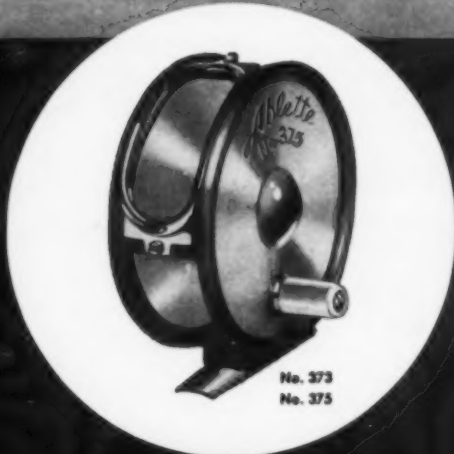
ABLETTE No. 370 **\$4.95**

Rugged but light, the spool and housing are constructed of lightweight aluminum. Quick one-handed take-apart feature. Easily adaptable to either left or right handed use. Click is steady: heavy against fish, light on retrieve. Durable enamel finish. 2 3/8" spool holds 50 yds. G level line.

ABLETTE No. 371 **\$5.95**

3 1/4" spool holds 50 yds. D level line.

two great names...five great fly reels
"MEISSELBACH ABLETTE"
by AIREX



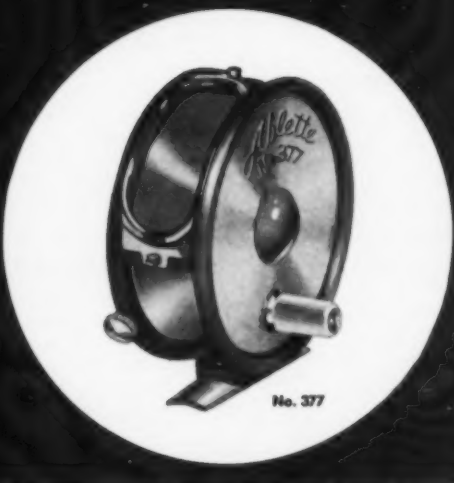
No. 373
No. 375

ABLETTE No. 373 **\$6.95**

Added to the fine features of the Ablette 370 are the double hardened click pawl and stainless steel line guide. Non-corrosive hard enamel finish gives added long-lasting ruggedness. 2 3/8" spool holds 50 yds. G level line.

ABLETTE No. 375 **\$7.95**

3 1/2" spool; 50 yds. D level line capacity.



No. 377

ABLETTE No. 377 **\$12.95**

Only the finest custom-made fly reels boast such features as are found on this deluxe model of the Ablette. Micro-set drag with knurled control on rim of the housing . . . chromed line guide . . . quick take-apart feature . . . double hardened click pawls . . . adaptable to left or right handed use . . . non-corrosive epoxalite finish. A beautifully designed, beautifully made reel for the truly discriminating fisherman. 3 1/4" spool holds 50 yds. D level line.

AIREX CORPORATION

Division of The Lionel Corporation
411 Fourth Avenue • New York 16, N. Y.

pack cards. The blister cards are suited for hanging on peg racks and other self-service displays.

To introduce the new packaging, Airex is offering a free lure counter display to dealers purchasing an assortment of three dozen top selling lures at the regular price. The all-metal peg rack display is included at no extra charge.

In addition to the bubble pack cards, Airex lures are also available mounted 12 on colorful display cards. For more information—

Write in No. G14 on card, Pg. 91

PRINTED HELPS and other sales aids

The Irwin Auger Bit Co., Wilmington, Ohio, offers to dealers free metal display merchandisers with the following assortments. No. M-62T contains metal wall merchandiser and 13 bit assortment of the Irwin Sello-paked 62T Bits, one of each size 4/16" through 16/16". No. M-88 contains metal wall merchandiser and 20 bit assortment of the Irwin Sello-paked Speedbor "88" Wood Bits for electric drills, two each of even sizes and one each of odd sizes 1/4" to 1".

No. 430 contains metal wall merchandiser with assortment of 30 amber plastic handle screwdrivers in the five most popular sizes. All displays have colorful baked enamel finish and fit in a minimum of space. A booklet on the selection, use and care of bits, and a variety of envelope stuffers are also available. For more information—

Write in No. G15 on card, Pg. 91

The Eclipse Lawn Mower Co., Prophetstown, Ill., announces that a direct mail broadside on Eclipse Wasp chain saws is being mailed free in quantities up to 500 for dealers ordering two or more saws. The colorful broadside opens up to 34" x 23". Dealers wishing to use more than the 500 free maximum may order additional copies "in-the-mail" at a cost of two cents each. For more information—

Write in No. G16 on card, Pg. 91

Style-Crafters, Inc., Greenville, S. C., offers a number of promotional materials free to dealers for the Aqua-Float line. Among these are full - color catalogs and bill stuffers, metal "Play-Safe" signs, window streamers, water-safety posters, water ski and safe boating instruction booklets, mailing folder on U.S.C.G. small boat regulations, counter display cartons for Aqua-Float fenders

and floats, glossy photos, newspaper mats, radio and TV spots, and packaging. A new aluminum floor display rack which holds a full 2-dozen assortment of the company's various products and which features an enameled red, white, and blue double faced sign is also available. For more information—

Write in No. G17 on card, Pg. 91

Langley Corp., 310 Euclid Ave., San Diego 12, Calif., is offering a 17" x 20" display banner free to all dealers. Printed in bright green and black on a fringed white satin background, the banner features the symbolic Langley sea-lion. Pressure-sensitive adhesive backing at the top permits mounting of the banner to the wall behind the reel display. For more information—

Write in No. G18 on card, Pg. 91

The Reichert Float & Manufacturing Co., 2250 Smead Ave., Toledo 6, Ohio, offers envelope stuffers, package inserts, and newspaper ad mats to assist dealers in promoting its line of rubber tank balls and guaranteed leak-proof copper and plastic floats. For more information—

Write in No. G19 on card, Pg. 91

Hoosier Tarpaulin & Canvas Goods Co., Inc., 1302-10 West Washington St., Indianapolis 6, Ind., offers the following merchandising aids free of charge to dealers: newspaper ad mats, display signs, self-mailer brochures, posters, and glossy photos on Hoosier Tarpaulins, Tents, and Boat Covers. For more information—

Write in No. G20 on card, Pg. 91

Boston Woven Hose & Rubber Co., P. O. Box 1071, Boston, Mass., provides dealers with a metal merchandising rack on casters for Boston Garden Hose and Sprinklers. A 3-piece display especially eased to stand alone or on a 3-section pole is supplied for mass display, on counters, or in windows. Also offered is an assortment of advertising mats. For more information—

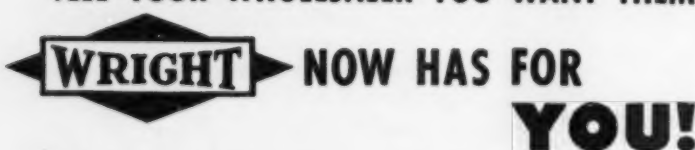
Write in No. G21 on card, Pg. 91

Foley Manufacturing Co., 3300 5th St., N. E., Minneapolis 18, Minn., continues its 14-day trial offer on Foley mowers, as a promotional aid to dealers. A customer is allowed a 14-day trial on his lawn. If not satisfied, he may return the mower and get his money back. Dealer has nothing to lose as the company states that it will replace the used mower whenever requested. Window streamer and ad mats available on all items including a banner on the Twin Cut 30" riding mower for 1959. For more information—

Write in No. G22 on card, Pg. 91

Lazy Boy Lawn Mower Co., Inc., 1315 West 8th St., Kansas City, Mo.,

TELL YOUR WHOLESALE YOU WANT THEM



WRIGHTLINE NETTING — Reverse twist poultry netting — reinforcing wires, too.

WRIGHT HEAVY NETTING — Full twist.

WRIGHT HARDWARE CLOTH — Woven, flat wire selvage and loop selvage.

WRIGHT WELDED FABRIC — Smooth edge.

WRIGHT INSECT SCREENING — Aluminum, galvanized and bronze.

WRIGHT INDUSTRIAL WIRE CLOTH — All metals and grades.

WRIGHT WIRE STRAND (CLOTHESLINES) — Galvanized and aluminum connected coils.

WRIGHT SOLID LINES AND WIRE — Connected coils.

WRIGHT FLOWER BED BORDER — Built-in stakes and plain top.

WRIGHT GUTTER GUARD — Keeps leaves out of house gutters.

WHOLESALE — Order these WRIGHT products now in mixed truckloads for spring sales. Prompt shipments. 24 hour service on fill-ins.



G. F. WRIGHT STEEL & WIRE COMPANY
WORCESTER 3, MASSACHUSETTS

Each month thousands of men engaged in the hardware industry throughout the South and Southwest meet through the pages of SOUTHERN HARDWARE for discussion and solution of mutual problems and presentation of new ideas and suggestions.

For over thirty-five years SOUTHERN HARDWARE has been a dependable guide to the wholesale and retail hardware trade. Up-to-date information on all phases of the hardware business is found every month in its pages.

The magazine has been built on a program of service to readers that covers:

WINDOW DISPLAY
COUNTER DISPLAY
STORE MODERNIZATION
CUSTOMER RELATIONS
SALES PROMOTION
ADVERTISING
INVENTORY CONTROL
EMPLOYEE RELATIONS
SERVICE DEPARTMENTS
CREDIT CONTROL
ACCOUNTING PROCEDURES
ASSOCIATION ACTIVITIES

And very important, there is always local news about friendly people and their activities in the Southern and Southwestern hardware trade — a feature that no other magazine has developed so fully.

Each of these subjects is given special attention in its relation to the special needs and problems of Southern hardware men.

Why don't you join this monthly get-together? The modest subscription price of only \$2.00 for THREE full years of informative, value-packed reading is an outstanding investment in your future.

If you aren't a subscriber, become one—or, if your subscription is about to lapse, renew it! The small expense will be returned to you many times in the thousands of pages of valuable information that will be yours for the next three years.

SOUTHERN HARDWARE

806 Peachtree St., N.E.
Atlanta 8, Georgia

BEST SELLERS IN THE SOUTH



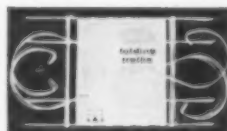
The Original FOLDING FENCE

Still a best seller in the South and in all 48! Green or white durable plastic coating. Each fence a 10-foot long section.

• Also Available: The *Folding Fence Jr.* which is eight inches high and 10 feet in length. The *Four Footer Folding Fence*, a folding section four feet long.

NEW GIANT FOLDING FENCE

A sturdy 32-inch, waist high folding fence. Durable plastic coating. Each section 10 feet long.



FOLDING TRELLIS

A seven-foot section complete with two anchor stakes and ready to install. Durable plastic coating.

CALL OR WRITE OUR REPRESENTATIVE IN YOUR AREA FOR DETAILS ON THESE AND OTHER GAY-MAID BEST SELLERS!

Burgess Banks
Burgess E. Banks Co.
P. O. Box 2184
Lakeland, Florida
Call MU 8-1341

Walter Kolish
4212 Winchester Road
Louisville, Kentucky
Call TW 5-2600

Sam D. Conger
P. O. Box 13245
Station K.
Atlanta, Georgia
Call CE 3-3544

J. E. Ledger
2805½ Cahaba Road
Birmingham, Alabama
Call TR 1-1611

K. D. Ditmars
P. O. Box 95
Collingswood, New Jersey
Call Collingswood 5-7009

Don Massie or Jack Wendling
Massie-Wendling Co.
4025 Maple Ave.
Dallas, Texas
Call LA 6-6760



ohio wire
products company, inc.
1025 EAST 10th AVENUE, COLUMBUS 18, OHIO

offers to dealers without charge full-color mailing pieces and ad mats on all mower models. A new riding mower and two new reel mowers have been added to the 1959 line. For more information—

Write in No. G23 on card, Pg. 91

American Bilrite Rubber Co. Chelsea 50, Mass., provides dealers with full-color literature, advertising mats, and photo artwork for Bilrite Garden Hose and Sprinklers. In addition to a metal display rack on coasters, a full-color merchandising display is available which displays over 36 coils and may be used as an island or against the wall. Also available are water flow charts and display cards. For more information—

Write in No. G24 on card, Pg. 91

McCulloch Corp., Marine Products Division, 2901 East Hennepin Ave., Minneapolis 13, Minn., in its "Advertising and Promotion Dealer Handbook," covers all of the sales promotion material available to Scott dealers in 1959. This material includes formats and ad builders; window streamers which feature Scott's 1959 motors; handout stuffers; line folders; dealer decals; service uniforms; miniature Scott plastic motors; a color billboard; changeable translight display; roadside sign; radio scripts; 30-minute, 4-color movies; preview

poster; counter display; store front signs; clock sign; motormobile sign; boatmobile sign; blackboard cutout displays. For more information—

Write in No. G25 on card, Pg. 91

Carolina Washboard Co., Raleigh, N. C., offers a colorful plastic display carton which contains the following assortment of Carolina Fishing Floats: 4 doz. No. 000; 4 doz. No. 00; 2 doz. No. 0; 2 doz. No. 1; 2 doz. No. 2; 1 doz. No. 3—list price is \$16.90. For more information—

Write in No. G26 on card, Pg. 91

Hanson Scale Co., 1777 Shermer Rd., Northbrook, Ill., offers a versatile point of purchase display stand for its line of personal scales. The stand, No. D-108, is in the form of a wire bracket and can be used as a counter or window display, or hung on peg board. It is 18" high by 11" wide. For more information—

Write in No. G27 on card, Pg. 91

Columbian Rope Co., Auburn, N. Y., has available for dealers several rope merchandisers, available through wholesalers. Merchandiser No. 57 holds six full reels or six full cartons of rope, two of which may be the 100# size; will hold either cartons or reels or any combination of both; rope is fed through guides to a measuring device and cutter. The "Pick-Me-Up" holds individually wrapped 50' and 100' coils of $\frac{1}{4}$ ", $\frac{3}{8}$ ", and $\frac{1}{2}$ " dia. Manila Rope; free with initial order of approximately 100 lbs. of rope which stocks it; all metal and mounted on casters; dimensions, 22" x 22" x 45 $\frac{1}{2}$ ". Made of heavy gauge wire and designed to display rope in cartons (Colpacks), the Colpack Rope Rack holds one Colpack 25, two Colpack 50's and Water-Ski ropes, rope in small coils, or twine items on the top shelf. Or if desired, the small rack holding three 9" reels of Nylon or Polyethylene Rope may be displayed on this shelf; requires only 20" x 30" of floor space. Columbian has a small display rack which holds three 9" reels of "Stabilized" Filament Nylon Rope, $\frac{1}{4}$ ", $\frac{3}{8}$ ", $\frac{1}{2}$ " diameters; or High Tenacity Polyethylene Rope, $\frac{1}{4}$ " and $\frac{3}{8}$ " diameters. Delivered free with three-reel order for either rope. For shelf or counter display and for use with Pick-Me-Up or Colpack Rope Rack. Also available is a standard assortment of window display material including ship cutouts, samples of Manila and sisal fibre, folders and pamphlets, and a colorful dealer sign. Various counter display cartons of jute twine, Mason's line, and Christmas twine are also available. For more information—

Write in No. G28 on card, Pg. 91

Daisy Manufacturing Co., Rogers, Ark., has created a free dealer promotion package consisting of: a pyramid gun display (cowboy hat size) die-cut

to hold any Daisy and card; a display card for the pyramid, and a newspaper advertising mat. For more information—

Write in No. G29 on card, Pg. 91

Swan Rubber Co., Bucyrus, Ohio, offers to dealers a multi-colored metal display stand which, with casters, may be moved about the store or outside to attract sidewalk traffic. The Swan "Merchandiser" holds up to 25 coils of Swan Hose and the descriptive flow chart above the stand makes this "portable hose department" complete with sales information for the use of all personnel. For more information—

Write in No. G30 on card, Pg. 91

Plymouth Cordage Co., Plymouth, Mass., invites dealers to participate in its "Rope Tricks" promotion by offering a free "Rope Tricks" Merchandising Kit. The Kit contains 25 copies each of illustrated folders on "How to Have Fun with Rope," "How to Decorate with Rope," and "How to Use Rope" designed for children, ladies, and men respectively, plus a wall or counter dispenser rack for displaying the folders. A large streamer and set of newspaper mats are also included. The kit is available with the order of one of Plymouth's three rope merchandising units: The HandyPak which is a 13-coil unit, cellophane wrapped, that comes with a free display; the SalesRak which carries three popular sizes of rope on connected spools to sell in lengths up to 200 and 300 feet; and the Rope Department, which holds three of Plymouth's 500' or 1000' Reddy-Measured coils, marked every 10 feet, in colorful cartons, and with shelf to display Plymouth's packaged items. The Rope Department is free with an order for three coils and one package of HandyPak. For more information—

Write in No. G31 on card, Pg. 91

The Edwin H. Fittler Co., Philadelphia 24, Pa., offers the following sales aids: (1) Octagonal Display and Dispenser Boxes for $\frac{3}{16}$ " dia. up to and including $\frac{3}{4}$ " dia. sizes both Manila and sisal rope, (2) Fittler measured rope marked at intervals of 5'. Available on request in Fittler Octags only in sizes $\frac{1}{4}$ ", $\frac{5}{16}$ ", $\frac{3}{8}$ ", and $\frac{1}{2}$ " diameters. (3) A wire rack requiring 20" x 30" floor space for displaying and dispensing three sizes of rope—a small charge made for this rack when ordered with 300 lbs. or more of rope. (4) "Take-Along" coils of Fittler Manila rope. 50' and 100' individual coils wrapped in polyethylene for self-service selling from Dispenser Rack. The rack, on rollers, is furnished free when a complete group is ordered. Delivered in 300 lb. lots (order may be combined with other Manila rope). (5) The No. 57 Rope Merchandiser, 54 $\frac{1}{2}$ " x 44 $\frac{1}{2}$ " x 23 $\frac{1}{4}$ ", will hold six full Octags or six full reels of rope or a combination of both. Rope feeds

FIRST TIME EVER

For the first time in hardware history, customers are asking for a plunger by name—Toilaflex.

Satisfied and gratified users plus our own national advertising, are broadcasting the name and creating an ever growing demand.

A small stock of Toilaflex will enable you to profit from these ready sales.

TOILAFLEX
Toilet ALL-ANGLE Plunger

The Plunger They
Ask for By Name



By the makers of
Water Master tank balls.

PROMOTE PROFIT

with the new 1959

Excellos

*the line... the features
the promotion...
the dealer program*

16 new magic-sell models...



NEW
DURABLE
mirro-glo
FINISH

Model 249 | 24" STEEL DECK
B & S 3 H.P. Engine

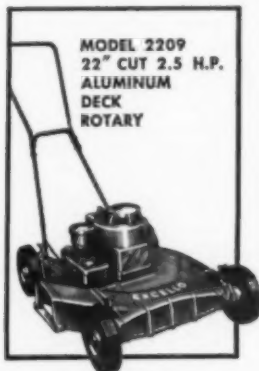
The "BIG VALUE" rotary featuring a full 24" cut... rewind starter... wide, front discharge chute... heavy 14 gauge steel deck with wheel pads and baffles for extra strength... 8" steel wheels... snap-on, stand-up chrome handle with hill-holder safety lock... no scalping, staggered wheel design... full year warranty and finished with baked-on two-tone luminous MIRRO-GLO enamel.

AT EVERY PRICE LEVEL FROM \$39.88

Suggested
List Price

All the best in the most complete line of power mowers ever offered... steel and aluminum-alloy decks, 2 cycle or 4 cycle engines, 2 HP to 5.5 HP, walking types and self-propelled rotaries, reels and riders... blanketing the entire power mower field, and priced from \$39.88... EXCELLO has them all!

PLUS... traditional EXCELLO quality, sales-exciting appearance and unexcelled performance. PLUS... these dealer extras: QUANTITY DISCOUNTS, Big Margin DEMONSTRATOR DEAL and the quick-cash, fast service, DEALER FINANCE PLAN... EXCELLO has the line, the promotion and the program for PROFIT in '59.



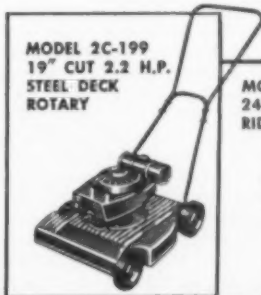
MODEL 2209
22" CUT 2.5 H.P.
ALUMINUM
DECK
ROTARY

ROTARIES RIDERS REELS

•
18" 19" 21"
22" 24"

•
2 CYCLE &
4 CYCLE
ENGINES

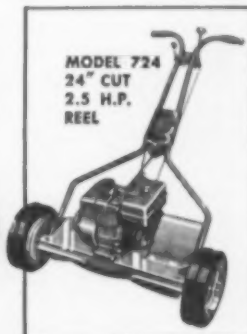
•
ALUMINUM ALLOY
AND STEEL DECKS



MODEL 2C-199
19" CUT 2.2 H.P.
STEEL DECK
ROTARY



MODEL 911-4E WITH
24" CUT 5.5 H.P. ELECTRIC
STARTER
AND
BATTERY



MODEL 724
24" CUT
2.5 H.P.
REEL

guaranteed for one full year... backed by a nation-wide system of authorized service dealers

CALL YOUR DISTRIBUTOR OR WRITE TO

HEINEKE & COMPANY

SPRINGFIELD, ILLINOIS

lawn mowers have been our business for 33 years

through guides to a measuring device and cutter. (6) Fittler bright yellow Polyethylene (braided or laid construction) or Fittler Manila Water Ski Tow Ropes—available with single or double handles, packaged in reusable Polyethylene bags, vinyl-covered handles for a better grip—10 units to a master shipping carton. To all dealers handling Fittler brand Manila rope, Fittler will furnish, on request, metal signs for counter or wall use. For more information—

Write in No. G32 on card, Pg. 91

The Moto - Mower Co., Richmond, Ind., offers to dealers a 50-50 co-op advertising plan in addition to a number of other sales helps. Each preferred dealer is sent a window display kit which includes window streamers, 16' pennant, wall poster, four handle display cards, authorized dealer decals, and consumer folders. An attractive mower display stand is sent free to dealers ordering six or more mowers. For more information—

Write in No. G33 on card, Pg. 91

Tennessee Coal & Iron Division, United States Steel Corp., Fairfield, Ala., offers dealers promotional items which include folders, leaflets, and the Farmers and Ranchers Handbook. Color folders feature such items as the Griptite Staple and Ranger Barbed Wire. Also available to dealers is a library of films designed for showing to farmer, civic, social, and educational groups. Films may be borrowed without charge, with a film catalog supplied on request. For more information—

Write in No. G34 on card, Pg. 91

Langley Corp., 310 Euclid Ave., San Diego 14, Calif., is offering to dealers, nine free newspaper ad mats, ranging in size from 1 col. x 7" to 2 col. x 11", to stimulate sales of its casting and spinning reels and the Fisherman's De-Liar. Two ads feature the Langley Cast-Flo Deluxe Model 900 closed face reel. All ads require only insertion of the dealer's name and address. Each ad is reproduced in a 4-page ad mat brochure, available without charge to all dealers on request. A coupon is included to simplify and speed ordering of specific mats. For more information—

Write in No. G35 on card, Pg. 91

Rain Jet Corp., 6253 Hollywood Blvd., Hollywood 28, Calif., has available a detailed and fully illustrated instruction sheet showing how to plan, lay out and install a Rain Jet sprinkler system. In addition to instructions, there are templates for each of the 12 heads in the line to facilitate planning the locations of the sprinkler heads on the drawing. Also offered to dealers is a 10½" x 14" display rack, with an initial balanced assortment. The heads are packaged individually in color-coded

cartons. Net to dealer is \$42.60 with a 33½% mark-up. A supply of envelope stuffers and instruction sheets is included with each rack shipment. For more information—

Write in No. G36 on card, Pg. 91

The Ruberoid Co., 500 Fifth Ave., New York 36, New York, manufacturers of building products, offers a wide selection of envelope stuffers, window display material, counter displays, and special store displays in numerous sizes, colors, and materials. These include a 6-tier wire rack display for asbestos siding, rigid model boards, etc.; a two-piece metal entrance doorway sign; and a truck sign. Also included are a number of colorful counter displays. For more information—

Write in No. G37 on card, Pg. 91

The Yale & Towne Manufacturing Co., Stamford, Conn., provides carded hardware as a dealer help in boosting sales. The company also advocates the use of mounted samples on display boards as a permanent merchandising idea. Package merchandisers are offered by the company for location in strategic positions. All merchandisers are in bright colors and polyethylene bags are used to package many of the products. For more information—

Write in No. G38 on card, Pg. 91

Stevens - Burt Co., Water Master Co. Division, New Brunswick, N. J., provides a colorful display card for its all-angle toilet plunger. The card carries an illustrated message and is fitted with two holes to slip on the yellow plunger handle. For more information—

Write in No. G39 on card, Pg. 91

Weber Lifelike Fly Co., Stevens Point, Wis., offers a variety of permanent metal displays for flies, loose hooks, treble hooks, snap-swivels, Redi-Pak nylon packages and other tackle items. The No. RR74 revolving rack displays 72 hinge-cover plastic boxes of ringed hooks. No. RR146 is also a revolving rack; holds one gross of hinge-cover plastic boxes and is designed to display flies and snap-swivels as well as loose hooks. Half-size stationary unit of the latter, No. R73, displays half the quantities of tackle items. Combination assortments of flies, loose hooks, and snap-swivels may be displayed on most of these racks, one-, two-, and three-tier revolving racks for Weber display panels continue to be offered. No. RR12, another revolving metal display, holds one gross of Redi-Pak nylon coils. A number of other display boards, boxes, and other packages are available. For more information—

Write in No. G40 on card, Pg. 91

O. Ames Co., Parkersburg, W. Va., is offering a wide variety of ad mats

on its full line of garden tools. Available in one column size, the mats provide generous space for imprint and price. A proof sheet showing available mats is available upon request. For more information—

Write in No. G41 on card, Pg. 91

Crescent Tool Co., Jamestown, N. Y., has available displays for all the better selling items in its complete line of wrenches, pliers, screwdrivers, hacksaws, tinner's snips, special line-man's tools, etc. The display, 23 in. all, can be mounted in units of one, two, four, six, 12 and 16 panels. Various fixtures are offered by the company at a small cost. No charge is made for the display panels, they are billed at the cost of the tools on them. Stands to mount four, six, 12, and 16 panels are available at low cost. Crescent also has display cards available at no cost. For more information—

Write in No. G42 on card, Pg. 91

Chas. O. Larson Co., P. O. Box 358, Sterling, Ill., manufacturers of wire goods, wire specialties and hardware construction sets for the do-it-yourself trade, has available for dealers envelope stuffers on Saw Horse Brackets and various construction sets, which may be obtained in moderate quantities without charge upon request. A Silent Salesman Wire Display Rack is available without charge in a choice of two balanced assortments of four construction sets. Counter models for three styles of Saw Horse Brackets and one style of Folding Leg Brackets are available without charge under certain conditions through wholesalers. For more information—

Write in No. G43 on card, Pg. 91

The Garcia Corp., 268 Fourth Ave., New York 10, N. Y., offers dealers a wide assortment of sales aids, including a retailer consultant service and assistance from fishing experts who set up in-store demonstrations and lectures. A library of 16mm sound-color films covering various fishing subjects are lent free to dealers, clubs, schools, and other organizations upon dealers' requests to Garcia representatives. Merchandising aids include the Mitchell Counter Card, die-cut for holding a Mitchell reel and one spool of Platyl; display stand for Mitchell reels; an Abu Reflex transparent window streamer; an in-store streamer illustrating Six Steps to Successful Spin Casting; large and small size streamers featuring Mitchell reels; instruction manuals for all reels, with complete parts diagrams; and others. For more information—

Write in No. G44 on card, Pg. 91

Champion DeArment Tool Co., Meadville, Pa., offers dealers a wide range of sales aids including imprint book matches, display boards and display tool rolls, newspaper mats,

counter signs, decals, envelope stuffers, and counter coats for sales personnel. Display boards offered include No. 26 which is designed as a permanent display. The 26 different pliers are fastened on the board which is $\frac{3}{4}$ " plywood, measuring 24" x 30". Display boards 57, 75-A and 87, of the same size, are dispensing boards containing selected assortments of the complete line of pliers. No charge is made for the boards when merchandise is purchased, boards remaining company property. Small $4\frac{1}{2}$ " pliers available in five different patterns are merchandised on 3-color display board and are also available in a velvet lined fitted case. Advertised as Channellocks "Little Champ" pliers. A counter promotion kit contains nine of the Heavy Duty Slip Joint pliers—four 6"; three 8"; and two 10" patterns. Each plier is individually cartoned and all nine pliers are packaged in a blue and white on silver foil carton. Offered free is the 3-color Salesmaker which sells any three Channellock pliers of the dealer's choice (plus a place in front for the No. 424 Ignition Plier). A self-contained easel and eyelet puts the display to work, on the counter or on the wall. For more information—

Write in No. G45 on card, Pg. 91

The Acme Shear Co., Advertising Dept., 100 Hicks St., Bridgeport,

Conn., is offering free to dealers mats for their local newspaper advertising on Kleencut Scissors and Shears. A four-page folder showing the 28 mats with a postage paid return order card is available upon request. For more information—

Write in No. G46 on card, Pg. 91

Wickwire Brothers, Inc., Cortland, N. Y., offers for dealer use a merchandising kit containing colorful posters and folders promoting the company's line of wire products. Extra posters for windows and folders for counter give-aways and envelope stuffers are available in addition to ad mats of company products. For more information—

Write in No. G47 on card, Pg. 91

Amerock Corp., Rockford, Ill., offers colored envelope stuffers illustrating the full line of cabinet hardware for consumers. The folder includes the full line of pulls, knobs, hinges, catches, and window sash locks and lifts. Space is provided for imprinting. A variety of free ad-mats are also available to interested dealers. For more information—

Write in No. G48 on card, Pg. 91

Heineke & Co., Springfield, Ill., offers Excello mower dealers a special demonstration package featuring the Model 271, 21" rotary with "Excellomatic" start-run-stop fingertip con-

trol. With each single purchase of any assortment of six power mowers by a dealer, the company will ship, freight prepaid, one Model 271 at a special low price, with a kit of sales aids, free of charge, consisting of the following: display stand; handle feature card; window banner; door banner; lawn care brochure; power mower trade-in "Blue Book;" leaf mulcher kit; envelope folders; window "Authorized Dealer" decal; full line giant wall banner; master repair parts charts; order blank for dealers to request additional quantities, free of charge, of these sales aids, plus newspaper mats, radio and television spots. For more information—

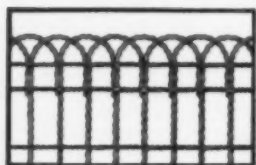
Write in No. G49 on card, Pg. 91

The Wood Shovel and Tool Co., Piqua, Ohio, offers to dealers a brochure and a proof sheet on advertising mats which are available free of charge. A self-mailer on the company's Jet-Lite line of shovels, spades and scoops can be used by the wholesaler and the dealer alike and is available in any quantity upon request. A floor type shovel rack which provides a great degree of flexibility inasmuch as it can be moved from one part of the store to another and which displays six or more shovels, spades and scoops is made available at a small extra cost. Also at modest cost, the company offers three mer-

Sell Sterling... and you sell your customers Long Life Protection

ORNAMENTAL LAWN FENCE

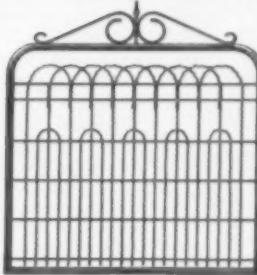
Made of Copper-Bearing Electric Furnace Steel



Evenly arched picket tops are securely held in place by top cables. On uneven ground, wire flexibility makes it easier to erect.

Sterling Ornamental Lawn Fence offers beauty, privacy and protection at comparatively low cost. It is made of electrically refined copper alloy steel with a heavy, bright galvanized finish. It is available in single and double picket weaves; standard $9\frac{1}{2}$ gauge and light 11 gauge. Heights: 36", 42" and 48". Standard rolls, 100 lineal feet.

ORNAMENTAL WALK GATES



Sterling Ornamental Walk Gates are attractive and durable. Frames are made of 1" O.D. galvanized steel tubing and bottom corners are electric welded, producing a rigid, one-piece frame. Filled with double picket lawn fabric. Made with either Ornamental Top or Plain Top. Sizes: 2½, 3, 3½ and 4 foot opening

... heights 36", 42", 48".

Field Fence • Barbed Wire • Baling Wire • Smooth Wire
Ornamental Lawn Fence and Gates • Fabri-Cloth
Stucco Netting • Corn Cribbing and Cribbing • Nails and Staples

YOU EXPECT MORE FROM ELECTRIC STEEL AND YOU GET IT . . . GREATER STRENGTH AND LONGER LIFE



NORTHWESTERN STEEL AND WIRE COMPANY

Incorporated Northwestern Barb Wire Company—1879 • STERLING, ILLINOIS

chandiser and display rack deals for shovel and steel goods. For more information—

Write in No. G50 on card, Pg. 91

O. F. Mossberg & Sons, Inc., P. O. Box 1302, New Haven, Conn., makes available to dealers 8-page consumer stuffers for enclosure with mailings or counter use; a 6-page consumer stuffer on Mossberg's 4X scopes and its latest adjustable power scope; a Mossberg emblem decal for use on door or window; and a Retail Sales Manual for the dealer and his sales staff. In addition, the company offers free electrotype advertising mats, as well as radio and TV commercials. For more information—

Write in No. G51 on card, Pg. 91

Rubbermaid, Inc., Wooster, Ohio, offers dealers a free dispensing unit for its shelf and storage area rubber coverings. Rubbermaid Shelf-Kushion, which comes in 45' rolls. Merchandising aids for dealers stocking the product include window and wall banners, and consumer folders which feature additional home uses for the rubber shelving. For more information—

Write in No. G52 on card, Pg. 91

Kaiser Aluminum & Chemical Sales, Inc., 919 N. Michigan Ave., Chicago 11, Ill., makes available to dealers work drawings with complete bills of materials on 22 Farm Service Buildings; also complete plans for a carport and patio roof. The pocket-size Conversion Calculator to speed and simplify aluminum roofing calculations is offered. It is made of heavy cardboard and operates like a slide rule. One side of the calculator lists computations for corrugated and five - V - crimp roofing sheet in 26-inch widths and in lengths ranging from six to 12 feet. The other side contains similar data for 48-inch wide corrugated sheet. Other promotional aids include \$25 free advertising allowance for all new dealers, free direct mail program to 250 customers or prospects four times annually, identification plaques, in-store display and plans rack, banners, mobiles, consumer folders, and plans catalogs. For more information—

Write in No. G53 on card, Pg. 91

Fuller Tool Co., Inc., 3522 Webster Ave., New York 67, N. Y., offers a complete self-service "screwdriver department" in the form of hang-up rack at no cost to dealers. Fuller screwdrivers, individually carded and priced, may be hung from the rack for customer convenience. For more information—

Write in No. G54 on card, Pg. 91

Moore Push-Pin Co., 113-25 Berkeley St., Philadelphia 44, Pa., offers a counter display stand, the Moore 720B, which holds 72 "serve-yourself" window packets of Moore pic-

ture hangers. All metal, the revolving display is 10 $\frac{3}{4}$ " high, with a 9" diameter base. For more information—

Write in No. G55 on card, Pg. 91

S. G. Taylor Chain Co., Inc., Hammond, Ind., and Pittsburgh, Pa., offers dealers a chain display stand with long-leverage chain cutter. When holding its maximum seven reels, it serves as a chain department in itself, occupying less than two square feet of floor space. For more information—

Write in No. G56 on card, Pg. 91

Jackson Manufacturing Co., Harrisburg, Pa., has available the following sales aids: 3-fold color circular on home and garden equipment line; 8 $\frac{1}{2}$ " x 11" page describing wheelbarrows, lawn rollers, garden carts, and lawn spreaders; single-column newspaper mats illustrating any one of the garden equipment line. For more information—

Write in No. G57 on card, Pg. 91

Gale Products, Dept. 517 A, Galesburg, Ill., makes available to Buccaneer dealers a complete line of merchandising aids. Included are dealer signs, display pieces, point of sale aids and a complete stock of literature on its seven 1959 model Gale-Buccaneer motors. For more information—

Write in No. G58 on card, Pg. 91

Lamson & Sessions Co., 5000 Tiedeman Rd., Cleveland 9, Ohio, makes available to dealers a colorful flexible bolt display, the stand of which is 54" high, 24" wide, and 24" deep. Display trays are 14" deep, 23" wide, and 9" high, and provide an eye-catching setting for the company's "Brite-Plated" bolts, nuts, and screws. For more information—

Write in No. G59 on card, Pg. 91

Stanley Hardware, Division of the Stanley Works, 763 Lake St., New Britain, Conn., announces various merchandising features for its household hardware, including packaging, layout guides, and displays. Available to dealers is the N2 pegboard display stand which allows vertical or horizontal item arrangement. Stanley products are now visually packed, mounted on yellow and black space-saving cards, on the back of which carry all customer information: item name and number, suggested usage, proper application, finish, and materials. For more information—

Write in No. G60 on card, Pg. 91

Republic Steel Corp., 1441 Republic Bldg., Cleveland 1, Ohio, offers the Blue Ridge Roofing 15-piece kit for dealers which contains dealer information and sales guide folder, newspaper ad mat sheets, publicity release, catalog sheets, radio spots, and full-size samples of window banner, hanger or counter card, and consumer

folders for Blue Ridge and other Republic farm products. If dealer wants ad mats, or sales material in bulk, the kit includes a postage-paid order card. For more information—

Write in No. G61 on card, Pg. 91

Molly Corp., Reading, Pa., has available for dealers: metal merchandiser #612 containing 600 Molly screw anchors and 12 utility plugs; cardboard counter display #200 containing 200 screw anchors, 2-color leaflet on screen anchors; 2-color leaflet on Hi-Speed Installer; 2-color leaflet on utility plugs; 2-color leaflet on Molly Jack Nut; 3-color, 21" x 9" window streamer featuring Molly screw anchors; and newspaper mats. For more information—

Write in No. G62 on card, Pg. 91

Upson Brothers, Inc., 65 Broad St., Rochester 14, N. Y., offers a permanent, self-service display of all plastic construction at no extra cost for the TD-48 Hold-E-Zee screwdriver assortment. This Tenite display holds a stock of 48—17 types and sizes—one to six of a kind. Each driver is marked on the display for number and price for easy replacement when sold. For more information—

Write in No. G63 on card, Pg. 91

Nixdorff-Krein Manufacturing Co., 916 Howard St., St. Louis 6, Mo., has available the Merchandiser Display Rack which holds eight of the company's fastest selling types and sizes of chain with a built-in chain cutter. The reels have square holes to prevent chain from running out on the floor. The display has a spare rack for extra stock and has a tubular steel frame with no sharp edges. For more information—

Write in No. G64 on card, Pg. 91

Supreme Products Corp., 2222 S. Calumet Ave., Chicago 16, Ill., has designed a colorful display, free to dealers, for its power drill auxiliary, the Versamatic. Included with the display are point-of-sale consumer leaflets. For more information—

Write in No. G65 on card, Pg. 91

Plymouth Cordage Co., Plymouth, Mass., offers dealers a wide range of promotional literature, colorful point-of-sale displays, and several rope dispensers. Literature includes pamphlets on use of rope on farms, on boats and in industry. Dispensers include the SalesRak which sells rope off the spool in any length up to 300'. The SalesMaker, available in counter or floor models, holds seven sizes of rope, which can be cut on dispenser to desired length. A cardboard display occupying less than two feet of floor space is available for merchandising an assortment of ropes and twines. All sales aids are available through Plymouth wholesalers. For more information—

Write in No. G66 on card, Pg. 91

NEW PRODUCTS

*For more information on these new products
use the return free post card on page 91*

Rule and Tape Specials

A 6-ft. "Utility" Folding Wood Rule and 50-ft. and 100-ft. "Royal" Ni-Clad Steel tapes are being offered as Hardware Week specials by The Lufkin Rule Co., Saginaw, Mich.



The "Royal" Ni-Clad Tape, which sells regularly for \$5.00 in the 50-ft. lengths (shown), will retail during Hardware Week for the special price of \$4.49. The 100-ft. length is reduced from \$7.00 to \$6.59. Full profit margins are allowed both the wholesaler and dealer on these special prices.

The "Utility" Folding Wood Rule is a serviceable, hardwood rule that has been reduced in price to only 60 cents retail. It is available with either the regular or the flat reading markings.

All numbers will receive regular packaging. The tapes are boxed individually. The wood rules are packed one dozen to a box. For more information—

Write in No. 838 on card, Pg. 91

Excello Mower

Heineke & Co., 1900 South 8th St., Springfield, Ill., announces the Model 2209 Excello 22" rotary power mower. The mower features an aluminum alloy deck, five quick-set cutting



height adjustments, Briggs & Stratton 4-cycle 2.5 hp rewind engine, no-stoop Excellomatic choke-run-stop fingertip control, and chrome handle.

Guaranteed for one year, deck is guaranteed for two years. Suggested list price is \$89.95. Companion models in 19" and 24" sizes are priced from \$79.95 to \$99.95. For more information—

Write in No. 839 on card, Pg. 91

Spinning Reel

A fresh water, open face spinning reel, announced by True Temper, American Tackle Division, 1623 Euclid Ave., Cleveland 15, Ohio, has



automatic full bail with front-adjusting multiple drag, anti-reverse, audible click. Suggested retail price is \$12.95.

Identified as No. 330 "Dynaspin," the reel weighs 7½ oz. and features easy spool change, removable handle, convenient hook holder, hardened stainless steel line roller, and heavy nickel and chrome plating.

Spool is crosswind and oscillating. Gear ratio is 3.4 to 1, and capacity is 150 yds.; 6# test monofilament. For more information—

Write in No. 840 on card, Pg. 91

Auger Bit Set

Greenlee Tool Co., Rockford, Ill., announces that its 22 Solid-Center Auger Bits are now offered in six-piece Set No. 22M-6, containing ¼", ⅜", ½", ¾", 1", and 1½" sizes in a permanent metal tool rack for the workbench. Retail price is \$7.60.



All bits are precision machined and fully polished for smooth boring. Screw points are milled deep to give positive nonslip feed. A genuine solid-center pattern is said to give long service, rugged dependability.

Sets are individually packaged in three-color "picture window" display cartons. For more information—

Write in No. 841 on card, Pg. 91

TWO VERSATILE and ECONOMICAL MIRACLE PAINT MIXERS



**STANDARD
MODEL
MST-1**

\$109.50

f.o.b. St. Paul

This low-priced, high quality paint mixer will accept from 1/4 pint to 1-gallon or 2-one quart containers. Equipped with 1/4 H.P. motor.



**HORIZONTAL
MODEL
MMH-2**

\$129.50

f.o.b. St. Paul

Capacity from 1/4 pint to 2-one gallon containers or 4-one quart cans. Vibrationless... absolutely no bolting down!

Write for Free Complete Catalog

MIRACLE PAINT REJUVENATOR CO.

500 N. Robert St., St. Paul 1, Minn. - Capital 2,1900
Paint Mixers from 1/4 pt. to 55 gal. drum



"Choice for Quality the World
Over for more than 70 years"

E-Z

5 gal. KNAPSACK SPRAYER

Finest Knapsack sprayer made. Pump lever develops high pressure. Zinc grip steel or magnesium brass tank.



Many Other
Styles and
Sizes

**SMITH
BLIZZARD Sprayer**



World's most beautiful sprayer. Solid copper tank. Pt. Qt. Fast seller.

NOTHING ELSE LIKE IT

PRICES ALLOW ATTRACTIVE MARK-UP

D. B. SMITH & CO.

428 Main St., Utica 2, N.Y.
"Originators of Sprayers"
Canadian Rep. G. L. Cohen
1265 Stanley St., Montreal 2, Canada

Send
for
Catalog

"Sporter" Automatic

O. F. Mossberg & Sons, Inc., 131 St. John Street, New Haven 5, Conn., currently is announcing its 22-caliber, 15-shot "Sporter" automatic, Model 35 1K. This is a complete re-handling of Model 15 1K and will replace it in the Mossberg line at the same price, \$38.95 retail.



Model 35 1K has the closed-breech design with a smooth flow of line from the receiver into the small of the stock. Fore-end of the stock has been slimmed considerably and streamlined.

The "Sporter" handles all 22-caliber Long Rifle cartridges, regular and high speed, and feeds ammunition through the stock from a tubular magazine. Factory reports that the 35 1K can shoot all 15 shots in less than four seconds.

Like all Mossberg rifles, the 35 1K has the receiver grooved on top for easy and quick mounting of the Mossberg "slide-on" scope, #4M4, and the "clamp-on," C-Lect-Power scope, #1A25. Front sight is bead type fitted into standard dovetail slot and rear sight has "U" notch with adjustments for windage and elevation.

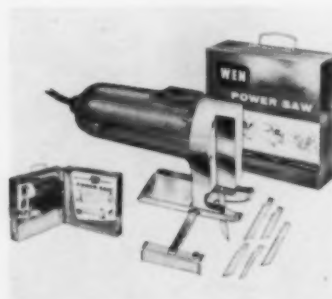
The 35 1K features the company's exclusive Ac-Kro-Grav rifling which is designed for accuracy.

The model weighs about six lbs. and is 43 inches in length, over-all. For more information—

Write in No. 842 on card, Pg. 91

Power Saw Kit

The Wen Model 505 Universal Power Saw is now available in a heavy gauge metal kit, with five assorted blades, Wen Products, Inc., 5810 N. W. Highway, Chicago 31, Ill., announces.



Model 505 may be used as a rip saw, jig saw, cross cut saw, coping saw, scroll saw, hack saw, and key-hole saw. It cuts a 2 x 4 in seconds, and steel up to 1/2" thick. It makes its own starting hole, the company states, and cuts everything and anything—wood, plastics, metals, for-mica, etc.

Specifications: Motor 115V AC DC 1.8 amp rating. Switch—UL approved heavy duty slide switch. Load strokes per minute 2650. Length of stroke 3/4". Cord 6' heavy rubber, molded plug UL approved. Unit weight, saw only 3 1/2 lbs. Packed one kit per carton; shipping weight, single 6 1/2 lbs. Factory packed three per master carton. Shipping weight master of three: 20 lbs. Price: \$32.95. For more information—

Write in No. 843 on card, Pg. 91

Mayfair Chamois Display

Albert Bloch & Sons, Inc., Dept. 180, 23 Nassau Ave., Inwood 96, L. I., N. Y., is introducing a new packaging and self-service dispenser for its Mayfair Chamois. The combination consists of a Mayfair Chamois wrapped around a tube with a colorful, polyethylene outer-wrap. The self-dispensing display contains 12-Rol-Pak chamois.

The display sets securely on a counter or it may be wall-hung. When a customer removes one chamois, another rolls into full view ready for the next sale. The customer gets his chamois wrapped, unhandled, and unsoiled.



The display is sturdy and measures only 10" x 15" x 5". A "window" in the front of the dispenser reveals amount of stock to dealer. Instructions for re-ordering are printed on the back of display and a fresh display is shipped with every dozen rolls.

Mayfair Chamois are genuine imported, 100% oil-tanned sheepskin. Full information, sizes, prices, and colorful descriptive material are available. For more information—

Write in No. 844 on card, Pg. 91

CF&I HARDWARE CLOTH

- has "1001 uses" in professional or do-it-yourself applications.
- made in widths from 24" through 48", in a wide variety of gages and meshes.
- heavily zinc-coated after weaving for long service life.
- unrolls flat, stays flat; can be severely formed, bent or twisted without breaking.
- available for quick delivery.

Order CF&I Hardware Cloth from the CF&I Sales Office nearest you.



CF&I-WICKWIRE HARDWARE PRODUCTS

THE COLORADO FUEL AND IRON CORPORATION 5929

THE COLORADO FUEL AND IRON CORPORATION—Albuquerque • Amarillo • Billings • Boise • Butte • Denver • El Paso • Ft. Worth • Houston • Lincoln (Nebr.) • Los Angeles • Oakland • Oklahoma City • Phoenix • Portland • Pueblo • Salt Lake City • San Francisco • San Leandro • Seattle • Spokane • Wichita

WICKWIRE SPENCER STEEL DIVISION—Atlanta • Boston • Buffalo • Chicago • Detroit • New Orleans • New York • Philadelphia

"Salt Water Proven" and PRICED RIGHT!

UMCO Royalite Tackle Boxes

Only UMCO offers you 9" "Salt Water Proven" Royalite Tackle and Spin Boxes . . . each with bonus-quality features that have made UMCO Royalite models famous. Rugged, splinter-proof Royalite cases are impervious to salt water, oil, gasoline and acids,—have offset trays with Lur-Gard liners, separate reel compartments, extra reel and spool clips, etc. Priced right from \$6.95 to \$17.95 . . . sold by leading dealers everywhere!

*20 Aluminum Models also available.

MODEL 803R* COMBINATION TACKLE BOX

Royalite case with copper anodized aluminum hardware. 3 trays, 23 lure compartments—18 for spin lures, 5 for larger plugs. Separate reel compartment, extra reel clip inside cover.

*Also available in Aluminum.



MODEL 802R* TACKLE BOX

Royalite case with copper anodized aluminum hardware. 2 trays with 10 lure compartments. Separate reel compartment, extra reel clip inside cover.

*Also available in Aluminum.

See your jobber or write for literature.

UMCO CORPORATION SPRING PARK MINNESOTA

"STICK"

with Consumers

"Products of Merit"



WATERPROOF LINOLEUM CEMENT

For laying linoleum on bathroom or kitchen floors, sink tops, or any other space where spillage, condensation, or dampness exists, be sure to use Consumers Waterproof Linoleum Cement, the linoleum cement that is highly water resistant. Spreads 145 sq. ft. to the gallon.



TIGER GRIP LINOLEUM PASTE

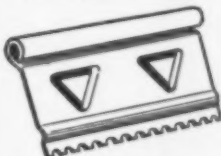
Used by professional applicators for over 40 years. It's not gummy or lumpy, never needs pre-setting and best of all, it's easy to apply and clean up when the job is done. Also ideal for felt paper underlayment. Tiger Grip spreads 145 sq. ft. per gallon.

CONTACT CEMENT



For applying laminated plastic material to counters, table tops and special gluing jobs—without the use of clamps.

SPREADER Model 106



Here is an inexpensive spreader for the home handyman. It's ideal for linoleum, rubber and asphalt tile. Model 110 has longer serration for wall tile. Individually packed.

MIDGET TROWELS



This Midget Trowel (Model 60) is perfect for floor or wall tile installations . . . it has sturdy 9" blade and comes in 3/32" serration. Model 70 has 5/16" serration for wall tile.

"Once you try Consumers
you'll stick with Consumers"

CONSUMERS GLUE CO.

Since 1906 . . . Pioneers in Floor and Wall Adhesives
1515 HADLEY • ST. LOUIS 6, MO.

Tapatco

TRADE MARK REGISTERED U.S. PAT. OFF.

HORSE COLLAR PADS



For every work horse and mule.
"The pad with the rust-proof
red hooks"

Tapatco

TRADE MARK REGISTERED U.S. PAT. OFF.

TRACTOR SEAT CUSHIONS



For every tractor and farm
implement seat.

See your jobber or write us.

THE AMERICAN PAD & TEXTILE CO.
Greenfield, Ohio

MAKERS OF FAMOUS TA-PAT-CO
HORSE COLLAR PADS SINCE 1881

when
they say
"BUCK SAW"



just say
Sandvik!

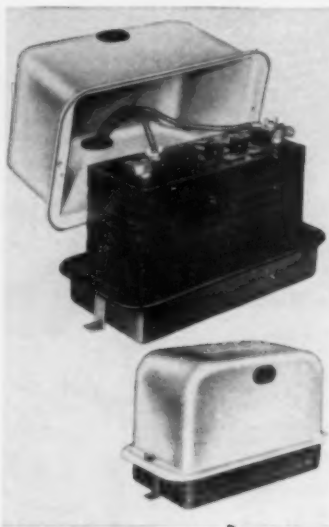
Sandvik
STEEL INC.

Saw & Tool Division

1702 Nevins Road, Fair Lawn, N. J.

Battery Box

The UMCORP., Spring Park, Minn., recently introduced a Battery Box for use in outboard powered boats. Called the Model B2 Royalite Battery Box, the product is designed to protect batteries against damage due to water and corrosion, to eliminate short circuits, and to protect boats and clothing against damage from battery acids.



Inside dimensions of the box are 13 3/4" long x 7 7/8" wide x 9 3/4" high, large enough to take all popular standard or oversized six or 12 volt batteries. The box has a seamless Royalite case which is said to be chip-proof and salt-water-proof, and to be impervious to gasoline, oil, and acids.

Installation is facilitated through the use of a dual purpose cadmium plated steel U bracket and screws which are furnished for easy attachment to boat, and wing-nuts and bolts for fastening case to brackets, or for use independently in transporting or for storage.

Additional UMCORP. design innovations include built-in carrying handles in each end of the case, twin cable outlets with rubber grommets to protect cables against wear and also to vent battery, and a two-tone black and white case finish which blends with any boat or motor. The box is priced at \$8.95 retail. For more information—

Write in No. 845 on card, Pg. 91

Utility Gloves

"Juleps," gaily styled miracle-fabric utility gloves for women, are introduced by Edmont Manufacturing Co., Walnut St., Coshocton, Ohio.

The gloves retail at 59 cents a pair and are said to outwear ordinary cotton gloves at least three to one. The



fabric gives nearly barehand flexibility, the company states, and a sure non-slip grip for gardening, painting, and household chores. They are machine washable.

"Juleps" are supplied in lime green and tangerine colors. Each pair carries a self-selling tag, punched for hang-up display. For more information—

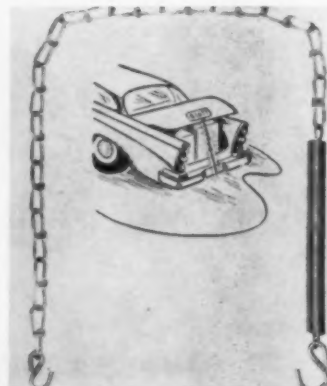
Write in No. 846 on card, Pg. 91

Trunk Lid Holder

The E-Z On Trunk Lid Holder, announced by Allied Industries, Box 375, Winona, Minn., is designed for use by farmers, sportsmen, or for anyone who hauls something in his car trunk from time to time. The user hooks the small S hook on the end of the chain in one of the die cut holes on the underside of the trunk lid. The chain is pulled to stretch a spring and a large S hook is attached on the other end over bottom lip of car bumper.

The holders are packed in individual instruction trays in clear poly bags; retail price is 99 cents. Twelve units are stapled to a two-color display card backed with a heavy double wing easel; dealer cost is \$7.20; six cards to shipping case; weight, 21 lbs. For more information—

Write in No. 847 on card, Pg. 91



CLASSIFIED

Old established manufacturers' representative wants salesman to work Tennessee, Kentucky, Mississippi and Alabama. Good opportunity for man 28 to 36 willing to work. Reply in own handwriting to Box 711, 806 Peachtree St. N.E., Atlanta, Ga.

Packaged Toggle Bolts

The introduction of a counter or wall display package card for toggle bolt wall fasteners was announced recently by Diamond Expansion Bolt Co., Inc., Garwood, N. J. The pre-packaged 2-unit display consists of a crystal clear polyethylene bag attached to a bright blue, white, and black card.



A hole punched in the cards allows convenient rack displays as well as flat on-the-counter arrangements.

Complete instructions for use of the toggle bolt fasteners are printed on the rear of the package, and the face of the cards contain bolt and drill size. Card sizes range from 3¼" by 3½" to 4¼" by 3½". For more information—

Write in No. 848 on card, Pg. 91

Planetiller Model "O"

The S. L. Allen & Co., Inc., Philadelphia, Pa., announces the addition of the Planetiller Model "O" to its line of Planet Jr. Planetillers, power driven tillers for the small farm, garden, and for lawn renovation.

Located in the rear of the unit are two specially adjustable, semi-pneumatic rubber tired gauge wheels for cultivating and transport.

Dual handles extend up from the frame in a V-arrangement. A single clamp type clutch control located on the right handle and equipped with a locking clip governs the engaging or disengaging of the tines.



Tines used on the unit are the 14-inch slicing type. In operation the tiller has a standard tilling width of 18 inches but can also be set for additional widths of 8, 12, and 22 inches. Use of a special tine assembly attachment further expands the versatility of the unit permitting even wider tilling widths of 28 and 32 inches.

The 3-hp Briggs & Stratton for the unit is mounted on heavy gauge steel plate that also serves to protect the motor.

Companion units in the Planet Jr. line of specialized Planetillers include the Model "S" equipped with a special soil roller and the Model "E" that can be converted into a rotary mower. For more information—

Write in No. 849 on card, Pg. 91

Fish Lo-K-Tor

A sonar detective type of fishing equipment based on the electronic principle developed for the Navy is announced by Lowrance Sales Co., 114½ E. 13th St., Joplin, Mo. Designated the Fish Lo-K-Tor, the equipment shows the fisherman the type of bottom and slope of the bank, whether there is one or a school of fish, and serves as an aid to navigation in all kinds of weather.

Transistorized and 7½ volt lantern type batteries are used. Weight is 10 pounds. Retail at \$148.50 f.o.b., complete with batteries and boat bracket. For more information—

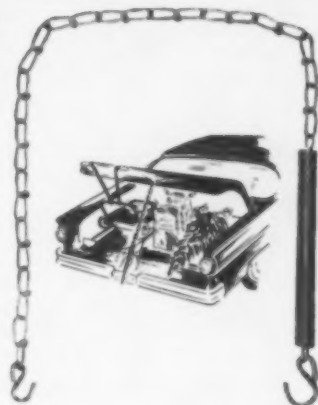
Write in No. 850 on card, Pg. 91



IF YOU WANT A

GREEN THUMB

FROM COUNTING PROFITS!!!



FEATURE

THE

E-Z ON TRUNK LID HOLDER

WITH GARDEN SUPPLIES

Hottest 99c item ever. Your customer with overloaded trunk needn't fuss and fume with rope or wire. He simply attaches small S hook to one of the die cut holes on underside of trunk lid and large S hook under lower lip of bumper. Galvanized spring keeps lid under tension—saves hinges. Sturdy chain is electro zinc plated. When customers lose or lend them—they just buy another, sales will pass 2,000,000 in 1959.

Ideal for Hauling

- POWER LAWN MOWERS
- PEAT MOSS, MULCH, ETC.
- ALL GARDEN SUPPLIES
- 1001 OTHER BULKY ITEMS

Order several Salesmaker Display Cards of one dozen from your jobber today. Only \$7.20 dz.

ALLIED INDUSTRIES

515 W. 6th Winona, Minn.

Tristand Chain Vise

A new Ridgid Top-Screw Chain Vise is announced by The Ridge Tool Co., Elyria, Ohio. Said to eliminate knuckle busting and speed all pipe work, this No. 450 Portable Tristand Chain Vise features a large, easy-to-operate chain tightening handle right up on top of vise base. Handle and tightening nut are anchored to base. The Ridgid 450 weighs 42½ lbs. and has a capacity of ¼" to 5".



The chain vise is described as a complete, portable workbench. There are no loose parts. Folding legs with built-in tray are easy to set up; they lock in position for rigid work support; and when folded, chain together for easy carrying. Tristand feet have rubber grommets that prevent creeping and holes for convenient bolting to floor if desired. Vise base, that overhangs legs for clear tool swing, has tool hanger slots, rear pipe rest, 3-size pipe bender and adjustable ceiling brace screw.

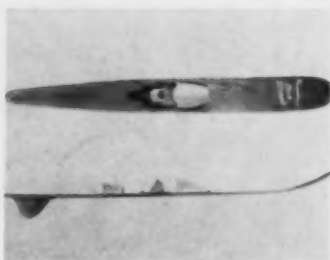
Ridgid Bench Chain Vises are also available now with the top-screw adjustment. This model is available in five sizes for from ¼" to 8" pipe, conduit or rod. For more information—

Write in No. 851 on card, Pg. 91

Water Skis

The American Pad & Textile Co., Greenfield, Ohio, is introducing its 1959 line of products which includes Tapatco marine safety products, sleeping bags, casual wear for sports afloat, hunting and fishing clothes and various swimming and boating accessories.

Foremost among the new products is a complete line of water skis con-



sisting of eight different models with sizes for both children and adults. There are styles for use behind in-board and outboard motors and a selection of slalom-type skis for the more experienced enthusiasts. All are made of selected woods, seven-ply, laminated full length of the ski and unconditionally guaranteed against ply separation. Weather-resistant marine paint and varnish is used throughout and each pair of skis is packed individually in a carton.

Additionally, the company offers new ski-carrying cases, tow ropes, motor boat vests, and water ski vests and belts. For more information—

Write in No. 852 on card, Pg. 91

Hunter's Axe

Mann Edge Tool Co., Lewiston, Pa., announces the addition of the "Tiger" Hunter's Axe to its line. The axe is drop forged from American-made steel. It is finished in bright yellow and polished steel, with a three-color label on the head. The axes are fitted with solid hickory handles.

The axe illustrated is the 1¼ lb. head "Tiger" Hunter's Axe, Dayton



pattern, with 14" hickory handle. Standard package is six; shipping weight is approximately 12 lbs. This model retails at approximately \$3.00. For more information—

Write in No. 853 on card, Pg. 91

Chrome, Hard-Tip Blades

Recent introduction of advanced chrome finish and hard-tip saw blades by R. Hoe & Co., Inc., 910 East 138th St., New York, N. Y., rounds out its comprehensive line of small, 5½ to 16-inch circular blades.

The deep-hardened, hard-tip blades, which range in size from 5½ to 16 inches, are engineered to stay sharp five to seven times longer than ordinary saws, the company states. The hard-tip line includes combinations, cross-cut and mitre, rip and planer saw blades.



Hard chrome finished saws range from 5½ to 12 inches, and include rip, cut-off, hollow ground planer, flat ground combination, plywood, chisel tooth combination, and steel cutter blades, in addition to dado sets. The hard chrome finished dado sets are in six- and eight-inch diameters.

The new Hoe line also includes "Easy Eight" special carbide tipped saws with hard chrome finish, ranging in diameter from 5½ to 12 inches, and available with round, square, and diamond center holes.

The newly designed saws complement the standard Hoe line of carbide tipped saws and tools, and solid tooth saws.

All initial orders in any combination of chrome, hard-tip, "Easy Eight" or dado sets are accompanied by an all-metal counter display stand. Each saw blade and dado set is individually packaged. The display stand will carry as many as 30 packaged saws of various sizes. For more information—

Write in No. 854 on card, Pg. 91



MARSHALLTOWN TROWELS

MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA



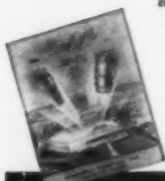


For steam, hot or cold water, oil, gas and compounds.

Sensitive . . . Rugged

Designed for rugged service. These valves are also available with rubber poppets for use with air or cold water. Sensitive in operation. Work in any position. Made in seven sizes, 200 lbs. pressure. Won't stick. We will design special Check Valves. Tell us your needs.

Write today for Bulletin 204, or telephone Harrison 3313 today.



Write for FREE Catalog.

STRATAFLO PRODUCTS, INC.
FORT WAYNE, INDIANA



**HOLDS
15
POUNDS**

800 MILLION SOLD

NO HAMMER! NO NAILS! SAVES WALLS!
Goes on Tile, Glass, Wood, Plaster, Concrete, Masonite.

See us at **NATIONAL HOUSEWARES SHOW**,
Booth 507, Navy Pier, Chicago, for
Jobber's Special Jan. 12-16, 1959.

Patented in U. S. & Foreign
Countries

**Pkg.
of 6 19c**

JIFFY ENTERPRISES, INC.

150 N. 13th St., Phila. 7, Pa.
Canadian Dist. Fireco Sales Ltd.
33 Racine Rd., Rexdale Ontario



6 weights BALL-FLY JIGS

Ball-shaped lead head means faster sinking, less snagging and proper jigging action. Curved-in point gold hook. See page 73 1959 Weber catalog No. 59 for complete listing.



4 styles
6 patterns

WEBER TACKLE COMPANY

(Formerly The Weber Lifolike Fly Co.)
Stevens Point, Wis.

Authorized
DUPONT STERN
AGENT

What does the WHOLESALE or RETAILER expect of a PRODUCT HE CARRIES?



1. That it comes from a reliable company.
2. That it has a good market and sales volume.
3. That it is soundly priced and profitable.
4. That the customer can count on it to function as promised.
5. That the manufacturer stands behind it.

SOUTHWESTERN PLASTIC PIPE qualifies as "top-notch" merchandise on every count. With SOUTHWESTERN, you deal with a pioneer in the plastic pipe industry, backed by 50 years' experience in making pipe.

SOUTHWESTERN PLASTIC PIPE has proven itself a sales builder and profit maker! Dependable, field-proven quality is assured in every foot of SOUTHWESTERN'S complete line of plastic pipe. And, as a "complete line" house, you will see your profits grow with more sales to home owners, plumbers, builders and farmers, because with SOUTHWESTERN, you become the trade's one-stop supplier for these and many more pipe requirements:

- Stock and poultry watering lines
- Underground lawn-sprinkler systems
- Fresh water lines
- Swimming pool supply and drain lines
- Water well casing
- Air-conditioning tubing
- Electrical conduit
- Farm irrigation systems
- Sewage drain lines

FAST, RELIABLE SHIPMENTS from SOUTHWESTERN'S conveniently located warehouse points will keep your stock bins filled, and help you build customer satisfaction.

For complete information, phone or write for the name of SOUTHWESTERN'S Sales Representative in your area.



SWP-17

NEW DISPLAY ZOOMS SALE OF

JACK NUT

Amazing blind fastener grips any material up to $\frac{3}{16}$ " thick, needs only $\frac{3}{16}$ " expansion space. Designed especially to hold fixtures on flush doors.

Cash in on sky-rocketing demand for nationally-advertised Molly Jack Nuts with this tested and proved merchandise display. Sturdy, colorful box is compact (only 5"x4"x6"). Contains 225 Jack Nuts, 10 friction wrenches, descriptive folders. Net dealer price: \$8.80.

ASK YOUR JOBBER OR WRITE



MOLLY CORP. 230P N. 5th St., Reading, Pa.

BUY BIG ORANGE AND YOU BUY THE BEST

SHACKLE CHAIN HOOKS

Use on "HIGH TEST" Chain
EXTRA STRONG

Even the pin is made of hi-strength steel and heat-treated.



GRAB HOOKS

Available for
Chain Sizes
 $\frac{1}{4}$ " 5/16"
 $\frac{3}{8}$ " 7/16"
 $\frac{1}{2}$ "

Order from your
Distributor
or Write



SAVES TIME

Can be attached
anywhere on
the job. Only a
pair of pliers
needed.

SLIP HOOKS

Available for
Chain Sizes
 $\frac{1}{4}$ " 5/16" $\frac{3}{8}$ "
7/16" and $\frac{1}{2}$ "

MIDLAND INDUSTRIES, Inc.

Cedar Rapids, Iowa



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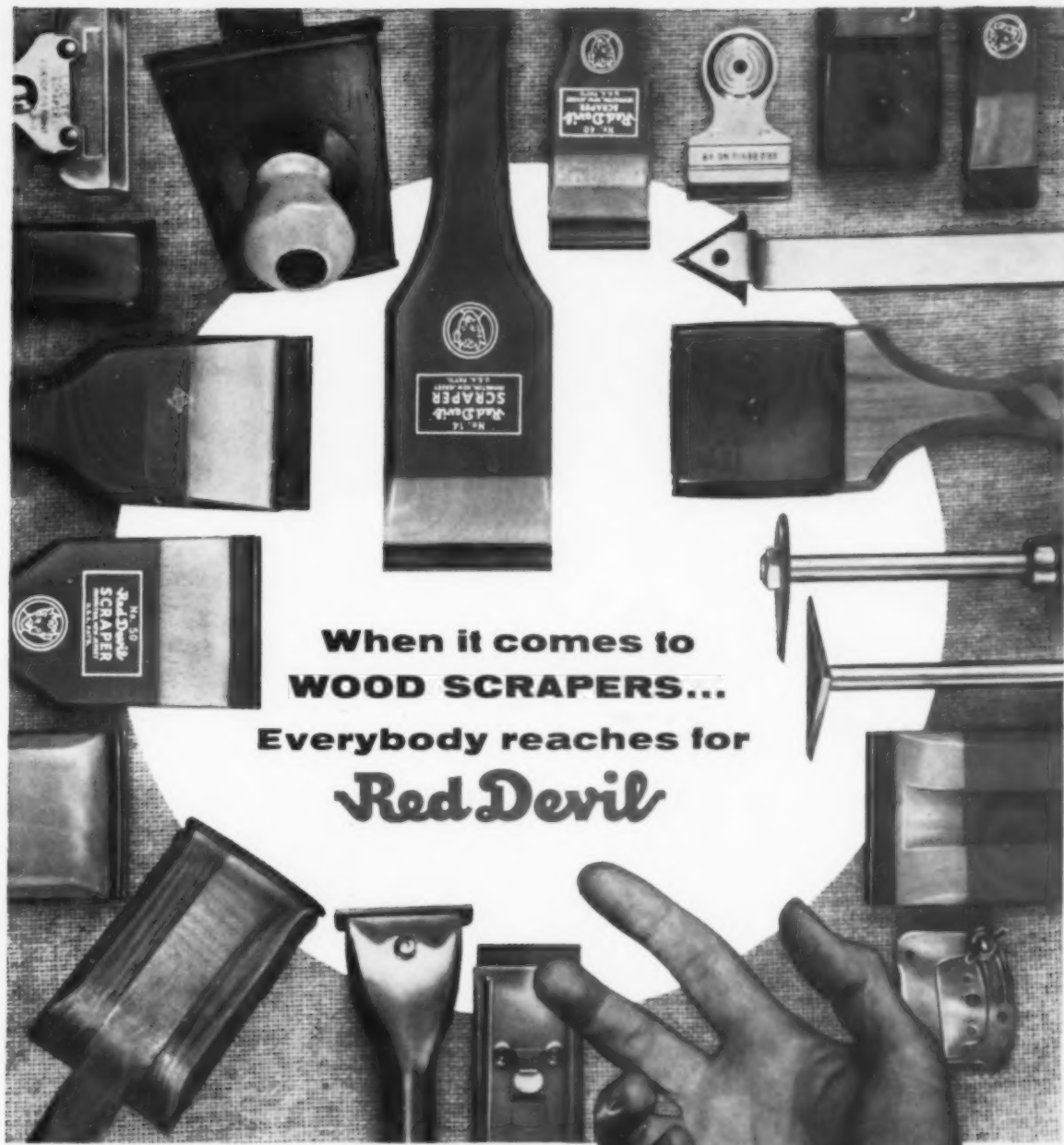
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